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With the relationship approach in mind, an integrated view of marketing management will be presented. To do this, the latest research findings in marketing management and related disciplines are summarised. Yet, marketing management is still a very practical discipline.

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This has important implications for the way that we look at the marketing discipline in the individual firm. The consequence is that the development of marketing theory and practice is undergoing a paradigm shift from a transactional to a relationship orientation. As many companies are still relying on the traditional marketing approach, this book ...

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What is Relationship Marketing? - Definition from WhatIs.com

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Relationship marketing refers to an arrangement where both the buyer and seller have an interest in a more satisfying exchange. This approach aims to transcend the post-purchase-exchange process with a customer in order to make richer contact by providing a more personalised purchase, using the experience to create stronger ties.

Relationship marketing - Wikipedia

Marketing Management: A Relationship Approach by. Svend Hollensen. 3.60 · Rating details · 10 ratings · 0 reviews This work is written for people, mainly students, who want to how the relationship and the traditional marketing approach (in combination) affect the development of effective and efficient marketing plans.