



Relationship Marketing (Chartered Institute of Marketing (Paperback))

By Martin Christopher, Adrian Payne, David Ballantyne

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Offering a cutting edge vision of relationship marketing, **Relationship Marketing: Creating Stakeholder Value** is a seminal text for all students and managers in the field. With new up-to-date case materials and examples of best practice, the book covers all the stakeholder markets - employees, suppliers, influencers, customers and consumers - for which the relationship approach is critical. It also provides crucial advice on how to develop, integrate and implement the various strands of a successful relationship strategy.

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Editorial Review

From the Publisher

The completely updated and revised edition builds on the success of the one of the first and most highly regarded books on this subject, the addition of new up-to-date case materials and examples of best practice will make the book a highly effective text. Covering all the stakeholder markets; employees, suppliers, influencers, customers and consumers, in which the relationship approach is critical this new edition is the seminal text for all students and managers in this field.

About the Author

Dr Martin Christopher is Professor of Marketing and Logistics and Chairman of the Centre for Logistics and Supply Chain Management at Cranfield School of Management, UK.

Dr Adrian Payne is Professor of Services & Relationship Marketing and Director of the Centre for CRM at Cranfield School of Management, UK. He is an author of ten books on Relationship Marketing, CRM and Marketing Strategy. He undertakes research, gives keynote presentations, runs workshops and consults globally in CRM, relationship marketing and customer retention strategies.

David Ballantyne is Senior Lecturer in Relationship Marketing and Service Management in the Department of Marketing, Monash University, Australia. He was previously a Senior Associate at the Centre for Services Management at Cranfield School of Management and a Director of the Total Quality Management Institute in Australia. His expertise is in services marketing, logistics management and the emerging field of internal marketing.

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