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Relationship Marketing: Exploring Relational Strategies in

K. Borisavljevic, Book review: Relationship Marketing: Exploring Relational Strategies in Marketing 263 Received on 27th November 2013, after revision, accepted for publication on 17th December 2013 the development and successful implementation of relationship marketing strategies is impossible to apply in every enterprise.

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Relationship Marketing Exploring relational strategies in

Relationship marketing aims to build and maintain relationships between customers and organizations. While building strong bonds is a key objective of relationship marketing,

Exploring the Links between Relational Bonds and Customer

RELATIONSHIP MARKETING in services THE SECOND FUNDAMENTAL PRINCIP OF RELATIONSHIP MARKETING IS THE CONCEPT OF FOCUSING MARKETING ACTION ON MULTIPLE MARKETS: For the conventional marketing the only market is the customer market (consumer and industrial markets) but according to RM there is a multiple market model.

RELATIONSHIP MARKETING IN SERVICES: Customer LTV and

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Relationship marketing and distribution channels

In their analysis of relations between customer engagement into value creation and customer loyalty, Rajah et al. (2008) distinguish intermediate variables and state that the main task of marketing specialists nowadays is to reveal the impact of customer value creation on customer satisfaction, trust, strength of relationship, and customer loyalty.

Relations between Customer Engagement into Value Creation

relationship marketing accommodates all types of above mentioned relational exchanges, an adequate definition of relationship marketing for the purpose of this paper will relate to exchanges with intermediate customers and ultimate customers.

Role of Relationship Marketing in Competitive Marketing

processes are aligned to their relationship marketing strategy. The company culture must emphasize the importance of resolving conflict, and must institute formal systems for correcting customer issues.

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