

# MARKETING

ZFP – Journal of Research and Management

Heribert Gierl

## **Determinants of Consumer Attitudes Toward Prosocial Products**

Benedikt M. Brand and Cristopher Siegfried  
Kopplin

## **Effective Return Prevention Measures in the Post-purchase Stage: A Best-Worst Scaling Approach**

Kira Marie Heimann, Nicola Bilstein, and  
Michelle Désirée Haurand

## **Smart Transformative Services to Defuse Crises? – The Meaning of Trust for the Usage of Digital Contact Tracing Apps**

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## **Rewards for a Healthy Lifestyle: The Impact of Reward Type and Timing in Pay-As-You-Live Pricing**

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# Der Klassiker zum Relationship Marketing.



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**Relationship Marketing**  
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## Die Beziehungsführerschaft

zum Kunden rückt neben den klassischen Wettbewerbsvorteilen, wie der Qualitäts- und Kostenführerschaft, als **strategischer Erfolgsfaktor** zunehmend in den Mittelpunkt. Deshalb gewinnt das Relationship Marketing – verstanden als das Management von Kundenbeziehungen – für Unternehmen an Bedeutung.

## Das Buch

gibt einen umfassenden Überblick über die Grundlagen eines effektiven und **effizienten Einsatzes** des Relationship Marketing für Unternehmen. Es entwickelt einen **systematischen Managementansatz** und stellt darauf aufbauend alle **notwendigen Phasen** des Managements von Kundenbeziehungen ausführlich dar. Schwerpunkte liegen auf den folgenden Aspekten:

- Analyse des Relationship Marketing,
- Strategische Ausrichtung und operative Umsetzung des Relationship Marketing,
- Implementierung und Kontrolle des Relationship Marketing,
- Institutionelle Besonderheiten des Relationship Marketing.

## Aktuelle Entwicklungen

des Relationship Marketing sind integriert, wie zum Beispiel **Social Media-Kommunikation** oder **Customer Experience Management**.

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