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MARKETING

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Gaia Rancati, Sabrina Bartolotta, Maurizio Mauri, Carsten D. Schultz, Alice Chirico, and Andrea Gaggioli
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Der Klassiker
zum Relationship Marketing.

Bruhn
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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