

MARKETING

ZFP – Journal of Research and Management

Gaia Rancati, Sabrina Bartolotta, Maurizio Mauri, Carsten D. Schultz, Alice Chirico, and Andrea Gaggioli

Young Customer Responses to Service Robots vs. Humans in Luxury Retail: A Multidisciplinary Approach

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Understanding the Influence of Chatbot Human-Likeness on User Satisfaction in Erroneous Customer-Chatbot Interactions

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The Color of Togetherness: A Theoretical Contribution to the Research on Color Effects

Volume 46

2/2024

2. Quarter 2024

C.H.BECK · Vahlen · Munich



2450202402

Der Klassiker zum Relationship Marketing.



Bruhn Relationship Marketing

6. Auflage. 2022. XIX, 459 Seiten.
Gebunden € 44,90
ISBN 978-3-8006-6622-5

Portofreie Lieferung
☰ vahlen.de/32392584

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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