

MARKETING

ZFP – Journal of Research and Management

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Der Klassiker zum 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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CONTENT

Research Articles

Editorial 1

Creating Superior Value in the Eyes of the Customer: An Analysis of the Two Generic Value Drivers and Value Paths
By *Andreas Fürst* and *Matthias Staritz* 3

Multi-Channel Management and Design: An Analysis of their Impact on Multi-Channel Conflict and Success
By *Andreas Fürst* and *Michael Scholl* 24

The Impact of Bodily Behaviors of Sales Representatives on Charisma Evaluations by Consumers: A Time-Series Perspective
By *Udo Wagner* and *Sandra Pauser* 44

Research Note

Financial Risk Proneness Explains the „Sex Sells” Hypothesis in Relation to Luxury Brands
By *Heribert Gierl*, *Boris Bartikowski*, and *Fernando Fastoso* 60

Imprint 59