

Build Customer Relationships That Last

Barbara B Jackson

Harvard Business School ... Catalog of Teaching Materials - 1998

Die Abhängigkeit der Zulieferer - 2013-11-21

Der Autor entwickelt strategische Optionen, die der Existenzsicherung der Zulieferunternehmung dienen. Er geht auf die Kompensationsstrategie ein, die sich als vielversprechend erweist, und beschreibt detailliert ihre Umsetzung.

Vertriebseffizienz durch Kundenintegration

- Christof M. Stotko 2015-02-27

Unter dem Aspekt der Kostensenkung durch Mass Customization analysiert Christof M.

Stotko die theoretischen Gestaltungsmöglichkeiten der Kundenintegration in Vertrieb und Fertigung. Seine Befragung von 105 deutschen Herstellern von Werkzeugmaschinen zeigt, dass diese Unternehmen die Kundenintegration nicht ausreichend nutzen, um Kostenvorteile in Vertrieb und Fertigung zu erzielen, und dass vor allem die Möglichkeiten, die die elektronischen Medien bieten, nahezu ignoriert werden.

Interorganizational Relationships and

International Expansion - Xavier Yves Martin 1996

The World Marketplace in 1992 - 1992

Build Customer Relationships that Last -
Barbara B. Jackson 1985

Key Account Management in Business-to-Business Markets - Stefan Wengler 2007-11-06
Stefan Wengler provides a well founded answer to the question of the economic value and shows the need for the implementation of key account management. He presents a comprehensive, but easy-to-handle decision-making model that supports the decision on the most efficient key account management organization for individual companies. In addition, he gives a comprehensive overview on the key account management conception and its controlling tools.

A Risk-information Perspective on the Marketing of M&A Advisory - Ute Kristin Schuler 2004

How do companies choose their investment bank

M&A advisor? What roles do sales presentation, the bank's reputation, its relationship with the company, and the company's experience with banks during previous transactions play? Can universal banks build on their commercial banking relationships with the company when applying for an advisory mandate? How well do reputation and other vehicles help decrease perceived risk associated with the M&A advisor choice, and how reliably do they yield subsequent satisfaction? What can banks learn from these interdependencies for a successful go-to-market, both externally (marketing and sales) and internally (culture, organization, incentive systems)? The topic of how companies choose their M&A advisor has not been in the focus of any publication to date. By building on risk theory, information economy, principal agent theory, and product classifications, this publication develops a theoretical framework in which real-life marketing problems are being addressed. A European-wide survey among M&A

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Issues such as customer retention, employee satisfaction, supplier relations, and management of service quality are brought together to provide an integrated approach to the development of a relationship marketing strategy.

Marketing Insights for the Asia Pacific - Siew Meng Leong 1996

Published in conjunction with Asia Pacific Marketing Federation Marketing Insights For The Asia Pacific provides a comprehensive treatment of the nature of marketing in the Asia Pacific region. This volume incorporates a variety of unique features, including: · a collection of 25 articles from various magazines and journals · a selection of readings relating to topics of vital interest to marketers in asia · references to a broad range of marketing situations -- consumer, industrial, and service markets A useful complement to users of Marketing Management:-- An Asian Perspective, by Philip Kotler, Swee Hoon Ang, and Chin Tiong

Tan, Marketing Insights For The Asia Pacific includes the source articles that deal with the marketing concepts and applications introduced in the text. only student marketing book specifically covering the Asia Pacific region published in conjunction with Asia Pacific Marketing Federation

RELATIONSHIP MARKETING - SUPRIYA BISWAS 2014-08-14

The role of relationship marketing in the current business scenario has become significant as maintaining good relationships with various sections of society, especially the customers, is important for achieving organisational objectives. The book encapsulates all the essential aspects of relationship marketing in an easy-to-understand manner. It has been thoroughly revised and enlarged in the Second Edition and incorporates topics based on emerging concepts of marketing and technology, including relationship parameter in brand identity, service recovery paradox, adversity

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quotient of relationship managers, impact of social networking on customer relations, as well as applications of cloud and mobile computing in the practice of relationship marketing. Inclusion of new and contemporary case studies from industries—Toyota logo, Removing pain points: How Coco-Colas low-cost solar cooler is helping Coke spread its wing in villages, and Mobile computing in general insurance business, provides a practical orientation to the text and help students to understand concepts of relationship marketing in the context of real-world situation. Apart from these, case assignments have been developed on various dimensions of relationship marketing. Intended as a textbook for the postgraduate students of management, the book is equally useful for relationship managers, executives, and sales and marketing professionals.

Journal of Business Research - University of Georgia. College of Business Administration 1990

Evaluierung und Steuerung von Kundenbeziehungen aus Sicht des unternehmenswertorientierten Controlling -

David Stüker 2009-02-03

David Stüker setzt an der Schnittstelle zwischen Marketing und Controlling an und zeigt verschiedene Möglichkeiten für eine Evaluierung und Steuerung von Kundenbeziehungen aus Sicht des unternehmenswert-orientierten Controlling auf. Er entwickelt ein umfassendes, unternehmenswert-orientiertes Kunden-Controlling-System zur Steuerung von Kundenbeziehungen.

Customer Relationship Management - R.

Shanthi 2019-06-05

CUSTOMER RELATIONSHIP
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CRMANALYTICAL CRMCOLLABORATIVE
CRMRELATIONSHIP MANAGEMENTTHE CRM
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CRM INTELECOM SECTORFUTURE OF
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