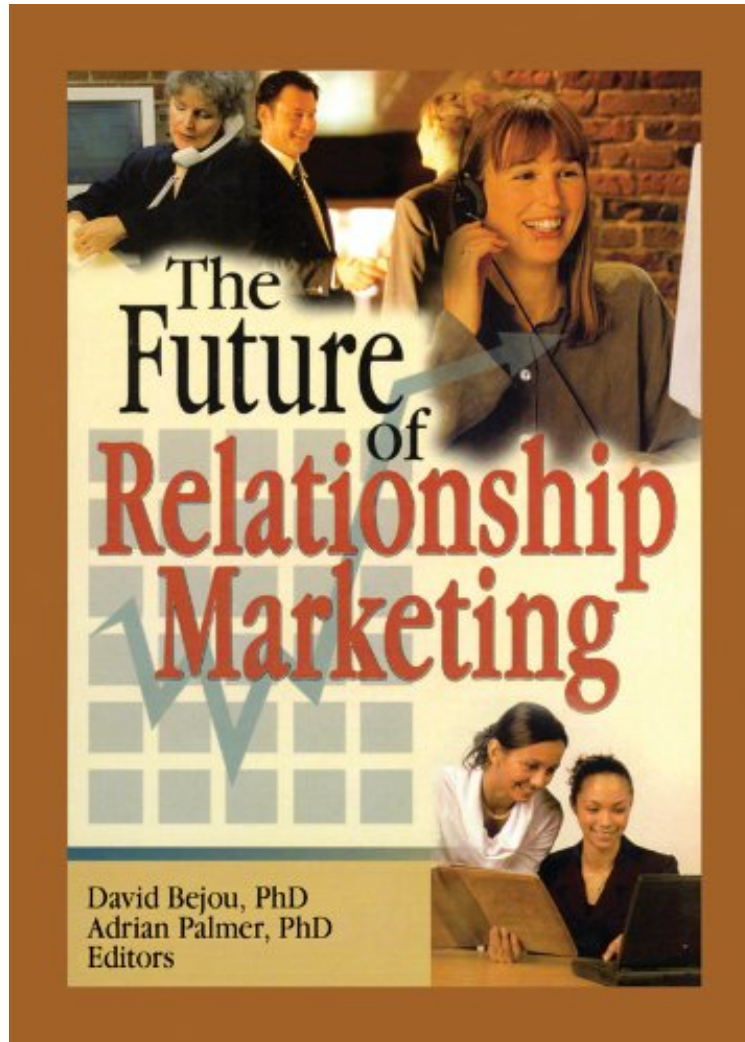


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The Future of Relationship Marketing

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The best papers from the Eleventh Annual Colloquium in Relationship Marketing held in Cheltenham, United Kingdom in 2003. The impact of a positive buyer-seller relationship on the profits and customer retention of any company should never be minimized. The Future of Relationship Marketing presents carefully chosen proceedings from the Eleventh Annual Colloquium in Relationship Marketing (Cheltenham, United Kingdom in 2003). Leading experts reveal the latest studies and provide unique insights into the behaviors and dynamic strategies needed to maximize a positive relationship with the all-important customer. The Future of Relationship Marketing provides new

and challenging findings important to anyone involved with buyer-seller relationships, brought together in one volume. This multidisciplinary collection of studies reaches beyond basic marketing strategies to provide a broad yet in-depth examination of the subject. The book links theory to practice, provides innovative methodologies for research, and forecasts what the future holds for relationship marketing. Each chapter is extensively referenced, and many include graphs and figures to reinforce concepts and ideas. The Future of Relationship Marketing topics include: dialogical interaction customer trust, satisfaction, and loyalty Customer Relational Management (CRM) the question of whether variety-seeking behavior make customers "bad"; an analysis of underlying worldviews in relationship marketing the positivist approach in organizational theory and strategy the interpretivist approach in organizational theory and strategy configuration theory an analysis of CRM implementation models buyer-seller face-to-face negotiations The Future of Relationship Marketing gives the most recent information essential for researchers, educators, students, and professionals in customer relationship marketing.

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