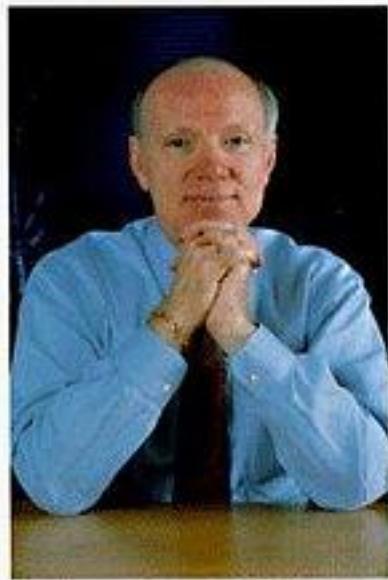


Relationship Marketing

“A short, sharp slap in the face of conventional marketing thinking.”
-Alvin Toffler

RELATIONSHIP MARKETING



Successful
Strategies
for the Age
of the
Customer

**REGIS
McKENNA**

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"Relationship Marketing: Creating Stakeholder Value" extends the analysis of the change in the marketing rationale from a crude concern for increased market share to a strategy aimed at creating long-term profitable relationships with targeted customers. Offering a cutting edge vision of relationship marketing, "Relationship Marketing: Creating Stakeholder Value" is a seminal text for all students and managers in the field. With new up-to-date case materials and examples of best practice, the book covers all the stakeholder markets - employees, suppliers, influencers, customers and consumers - for which the relationship approach is critical. It also provides crucial advice on how to develop, integrate and implement the various strands of a successful relationship strategy. It is based on the best-selling first edition of "Relationship Marketing" and gives a comprehensive account of how to develop and implement a winning relationship strategy. It includes frequent vignettes to show how the theory works in practice.

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