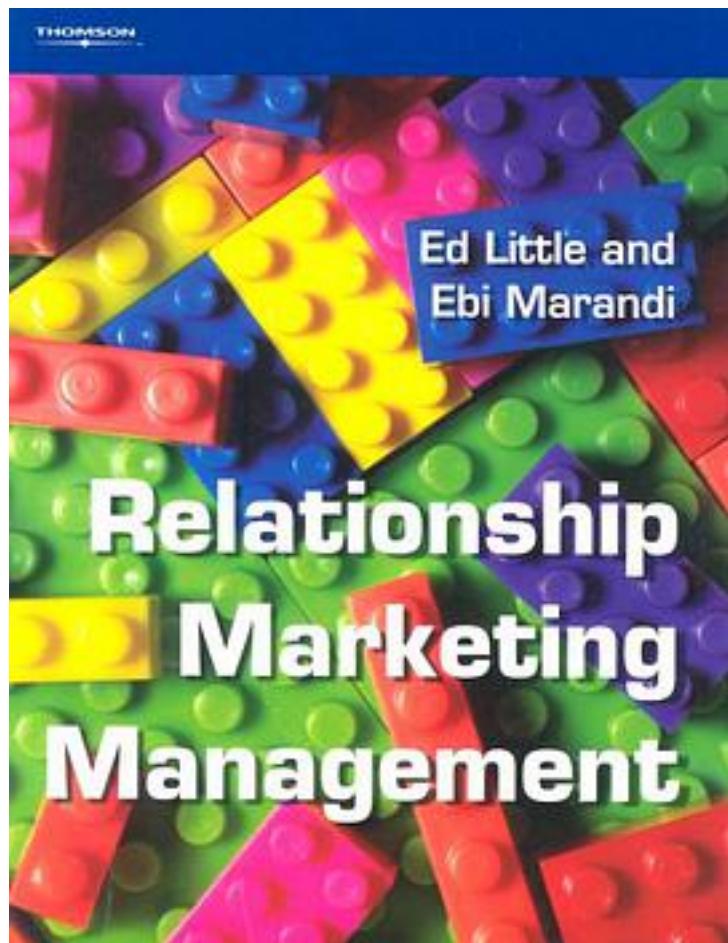


Relationship Marketing Management



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Relationship Marketing is growing in popularity as a significant component of Services Marketing courses and as a subject in its own right. Relationship Marketing Management aims to summarize existing work on Relationship Marketing (RM) and to

examine the practical application of these concepts. These aims are achieved not only by the inclusion of case studies and illustrative examples, but also by devoting four chapters to the planning, implementation and monitoring of RM programmes. Relationship Marketing Management presents a coherent overview of the theory as well as exploring the practicalities of RM. Aimed mainly at postgraduates and senior level undergraduates, the academic content of the book is supported by an extensive review of current literature in respected journals and is presented in a form that is accessible to the students.

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