

# Marketing management - a relationship marketing perspective

**Macmillan Business - Marketing perspective better defined.**



Description: -

- Language and logic

Language and languages -- Philosophy

Probabilities

Science -- Philosophy

Suppes, Patrick, 1922-

Relationship marketing.

Marketing -- Management. Marketing management - a relationship marketing perspective

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## Relationship Marketing

The more one invests in building the relationship with the proposed and existing customer, the more one gets to engage in business.

## The management of relationships

However to be able to take up a marketing responsibility in an Organisation or to go one step further in the profession, there is yet another essential subject that one needs to master which is Relationship Marketing. In evaluation it is important to find out whether the customer is interested in having any relationship with the organization. However the focus of traditional marketing strategy is to bring in more customers.

## The management of relationships

When the Company reaches out to communicate with him and anticipate his future needs, he can be converted to a faithful customer. Business organizations have to tune in to various markets and know the customers well. Marketing: A Relationship Perspective is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses across Europe.

## Marketing perspective better defined.

Relationship Marketing has never been more important for the Organizations as it has been now. Relationship Options After the evaluation of customer and product, the next step is looking at different alternates of relationship to forge with consumers. You can call their sales persons as relationship managers rather than sales managers.

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