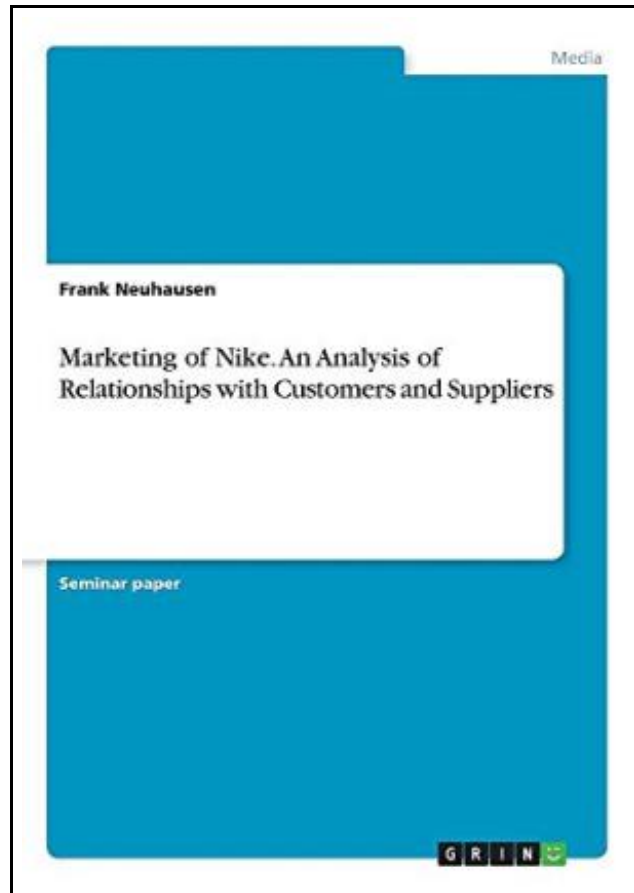


## Marketing of Nike. An Analysis of Relationships with Customers and Suppliers



Filesize: 9.67 MB

### ***Reviews***

*Complete information! Its this type of great read through. I could comprehended every little thing using this written e ebook. You will like how the writer write this ebook.  
(Shaniya Schuster)*

## MARKETING OF NIKE. AN ANALYSIS OF RELATIONSHIPS WITH CUSTOMERS AND SUPPLIERS



GRIN Verlag Jun 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: This is a short academic work on Nike's relationship model towards customers. It will be shown how strategically this process is generated. The subject of relationship marketing is discussed and compared to transaction marketing. Moreover a company overview of Nike is given. Within the last two decades relationship marketing has become a widely accepted marketing paradigm but it is debatable whether relationship marketing is a fundamentally new marketing approach or if it has been part of the traditional marketing theory all along. When applying Relationship Marketing, it is important to add value for the customer, otherwise he would not have a reason to enter a relationship with an organization. This added customer value can occur in the form of more trust to a company, a more customized service, a personal touch and the possibility to better answer customers' expectations. Due to the characteristics of a product, it is a lot more difficult to offer genuine personal touch compared with services, which signifies a challenge for Nike. 36 pp. Englisch.



[Read Marketing of Nike. An Analysis of Relationships with Customers and Suppliers Online](#)



[Download PDF Marketing of Nike. An Analysis of Relationships with Customers and Suppliers](#)

## Related eBooks



### **Psychologisches Testverfahren**

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Save PDF »](#)



### **Programming in D**

Ali Cehreliz 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Save PDF »](#)



### **Variations on an Original Theme Enigma , Op. 36: Study Score**

Petrucchi Library Press, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Dedicated to my friends pictured within, Elgar's orchestral showpiece started...

[Save PDF »](#)



### **Adobe Indesign CS/Cs2 Breakthroughs**

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Save PDF »](#)



### **Have You Locked the Castle Gate?**

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

[Save PDF »](#)



**The Three Little Pigs - Read it Yourself with Ladybird: Level 2**

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 222 x 150 mm. Language: English . Brand New Book. In this classic fairy tale, the three little pigs leave home and build their own

[Read Book »](#)



**California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies

[Read Book »](#)



**Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners**

Fernhurst Books Limited. Paperback. Book Condition: new. BRAND NEW, Learn the Nautical Rules of the Road: An Expert Guide to the COLREGs for All Yachtsmen and Mariners, Paul B. Boissier, Expert information for yachtsmen and

[Read Book »](#)



**Big Machines - Read it Yourself with Ladybird: Level 2**

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Big Machines - Read it Yourself with Ladybird: Level 2, Big Machines Trucks lift things and move them about all day long. Find out all about

[Read Book »](#)



**My Brother is Autistic**

Barron's Educational Series Inc.,U.S. Paperback. Book Condition: new. BRAND NEW, My Brother is Autistic, Jennifer Moore-Mallinos, Medical experts are just beginning to understand varying degrees of autism and its impact on both the autistic child

[Read Book »](#)