



Relationship Marketing: Concepts, Theories and Cases

Supriya Biswas

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Relationship Marketing is a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction. The purpose of this book is to provide the readers an overview of diverse perspective that constitutes the foundation of relationship marketing. Divided into seventeen chapters, the book begins with an introduction to relationship marketing, discusses the role of customer experience and emotion in relationship marketing, goes on to describe upon various aspects of customer value chain, along with the strategies and techniques of cross-selling and up-selling. The book also digs onto the new age relationship marketing known as virtual relationship marketing. Intended as a text for the postgraduate students of management, the book should be equally useful for relationship managers, executives and marketing managers.

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