



# Relationship Marketing: Winning and Keeping Customers (CIM Professional Development)

*Adrian Payne, Martin Christopher, Helen Peck, Moira Clark*

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The newly emerging area of relationship marketing has become a major focal point for leading-edge practitioners in their search for sustainable competitive advantage. This book, which complements the best-selling title Relationship Marketing, presents a selection of some of the best writing on the subject by experts from around the world. The editors have supplemented these articles with linking summaries and commentaries which together highlight the breadth of this important topic.

Issues such as:

\*customer retention

\*employee satisfaction

\*supplier relations

\*management of service quality

are all brought together to provide an integrated approach to the development of a relationship marketing strategy.

Complements the best-selling title Relationship Marketing

Presents a selection of some of the best writing on the subject by experts from around the world

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