



Relationship Marketing

John Egan

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Relationship Marketing comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice, by critically reviewing and analysing what has been described as 'marketing's new paradigm'.

Established as the key text in the area, the fourth edition continues to offer an accessible and authoritative introduction to this increasingly important subject. It retains its informed coverage of the most recent and important literature, as well as clearly organising and structuring the book around its core themes. The new edition includes a wide range of examples to illuminate the real world relevance of concepts. In addition, overviews and summaries add clarity and help consolidate understanding.

A complete package of supplements is available to assist students and instructors in using this book. Visit www.pearsoned.co.uk/egan to find an Instructor's Manual, PowerPoint slides, and links to other useful sites.

This book is ideal for undergraduates and postgraduates taking modules in Relationship Marketing, Customer Services, and Marketing Communications. It is core reading for the CIM Level 4 module on 'Stakeholder Marketing'.

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