



# Total Relationship Marketing

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## **Total Relationship Marketing** Evert Gummesson

This third edition of Total Relationship Marketing confirms it as a classic text on the subject of relationship marketing and CRM, areas which have become accepted – and debated – parts of marketing but are currently undergoing dramatic change.

A major contribution to marketing thought internationally, this seminal title presents a powerful in-depth analysis of relational approaches to marketing where the three words relationships, networks and interaction are king. The book effects a dramatic shift in the fundamentals of marketing thought, with the author's refined model of thirty relationships, the 30Rs, presenting a sophisticated and cogent challenge to the traditional 4Ps schema. Previous editions were widely praised as breakthrough texts in the field, combining incisive and searching analysis with an accessible and pragmatic approach to putting the theory to work.

This third edition is the first book on relationship marketing and CRM to integrate the ongoing evolution in marketing through the service-dominant logic, lean consumption and the customer's value chain, the augmented role of the customer in value creation, the increasing importance of customer-to-customer (C2C) interaction, network-based many-to-many marketing, and marketing accountability and metrics. It addresses both the high tech, information technology aspects of marketing and the high touch, human aspects. Further, customer-centricity is suggested to be broadened to balanced centricity, a trade-off between the needs of all stakeholders of a network of relationships. Examples, cases, concepts and references have been updated.

Highly informative, practical in style and packed with illustrations from real companies, Total Relationship Marketing is an essential resource for all serious marketing practitioners as well as undergraduate and postgraduate students.

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