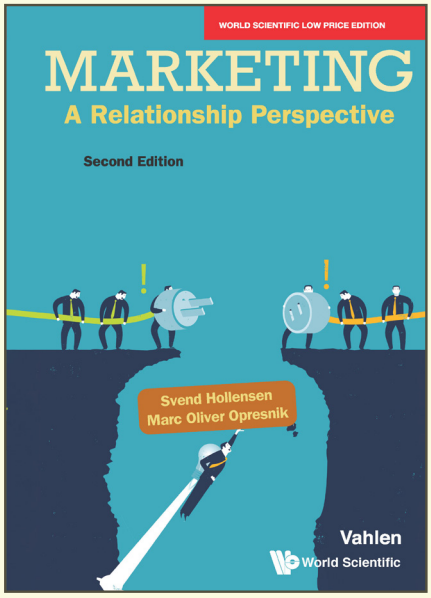
Marketing, 2nd Edition

A Relationship Perspective



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ABOUT THE BOOK

Marketing: A Relationship Perspective is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses across Europe. It is a comprehensive, broad-based, and challenging basic marketing text, which describes and analyzes the basic concepts and strategic role of marketing and its practical application in managerial decision-making. It integrates the 'new' relationship approach into the traditional process of developing effective marketing plans. The book's structure fits to the marketing planning process of a company. Consequently, the book looks at the marketing management process from the perspective of both relational and transactional approach, suggesting that a company should, in any case, pursue an integrative and situational marketing management approach. Svend Hollensen's and Marc Opresnik's holistic approach covers both principles and practices, is drawn in equal measure from research and application, and is an ideal text for students, researchers, and practitioners alike.

PowerPoint slides are available for all instructors who adopt this book as a course text.

READERSHIP

Students and professionals in the field of marketing and customer relationship management.

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- Preface to the Second Edition
- Fundamentals of Relationship Marketing
- Situational Analysis in the Marketing Planning Process
- Strategy Formulation in the Marketing Planning Process
- Marketing Mix in the Marketing Planning Process
- Implementation and Controlling in the Marketing Planning Process
- References