



# **Relationship Marketing: Bringing quality, customer service and marketing together (CIM Professional Development Series)**

*Martin Christopher, Adrian Payne, David Ballantyne*

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The strategic emphasis in Relationship Marketing is as much on keeping customers as it is on getting them in the first place. The aim is to provide unique value in chosen markets, sustainable over time, which brings the customers back for more.

Relationship Marketing emphasizes quality, customer service and marketing and how these can be managed towards closing the 'quality gap' between what customers expect and what they get.

The authors explore the process of developing and implementing relationship strategies and in so doing, signal a radical shift in marketing practice involving first the co-ordination of external (customer) markets and second, collaboration within internal (staff) markets in order to get the marketing mix right. The book is intended for all marketing managers coming to terms with doing business in turbulent markets and facing up to strategic quality and customer services issues.

Well-presented comprehensive text

Full of practical ideas, techniques and examples

Emphasis is as much on keeping customers as it is on getting them in the first place

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