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[Relationship Marketing in Services What accounts for the accelerated interest in relationship marketing in services ?](#)

Four convergent influences have propelled the current focus on relationship marketing a. Maturing of services marketing b. increased recognition of potential benefits for the firm and customers c. technological advances Akash C.Mathapati

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A strategic marketing framework for understanding customer relationship issues and their impact on organizations, including the following: - The changing nature of the Canadian marketplace - Customer relationships and the linkage to customer satisfaction, customer loyalty, brand equity and financial performance
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Relationship marketing approach suggested by Alexander (1998) opines that relationship advertising is the creation and improvement of productive, long haul and intelligent

association with existing and potential clients, providers and different intrigue groups.

Embracing CSR in pro-social relationship marketing program ...

relationship marketing strategy that aims to build and enhance long-term customer relationships (Berry, 1983). An emerging trend in LPS is the emergence of LPS that reflect a firm's commitment.

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Service Quality To Service Loyalty 1. TOTAL QUALITY MANAGEMENT, VOL. 9, NO. 6, 1998, 431-443 Service quality to service loyalty: A relationship which goes beyond customerservicesJAY K.

ANDAMPULLY Commerce Division, Lincoln University, Canterbury, New Zealand Abstract The premise of "quality of service as the competitive edge in

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Asserts that an organisation's ultimate goal of maintaining a loyal customer base transcends the obvious primary relationship of the organisation and its customers. The customer's estimation of the value of the product/service is influenced by the inter-relationships (secondary relationships), as it is these relationships that ultimately

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Purpose Companies increasingly rely on online communities for social customer support, to develop and nurture relationships with customers, and to generate product and service development ideas.

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