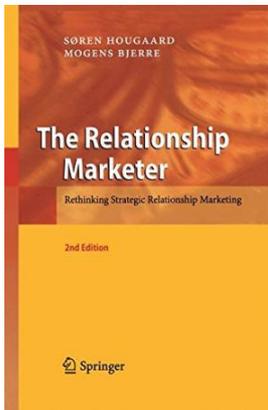


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## THE RELATIONSHIP MARKETER 2009: RETHINKING STRATEGIC RELATIONSHIP MARKETING



Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Book Condition: New. 2nd Revised edition. 235 x 155 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In The Relationship Marketer , Soren Hougaard and Mogens Bjerre explain how the concept of the dyad (i.e., mutuality, or you and me ) is quickly becoming a fundamental principle in marketing. The authors suggest that understanding customer relationships, value co-creation, and customised business models in which effectiveness is evaluated...

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- Authored by Soren Hougaard, Mogens Bjerre
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