



Relationship Marketing: A Consumer Experience Approach (SAGE Advanced Marketing Series)

Steve Baron, Tony Conway, Gary Warnaby

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In this exciting new book the authors explore the factors of relationship marketing in its contemporary context, with the consumer in mind. From the experience of a football club supporter to experiences of gap year travel, to text messaging behavior, and to using the library, the focus of this text is on the consumer perspective. From this angle, issues of relationship marketing, and its management, take on a new and exciting bearing. Topics examined include: frameworks for analyzing the consumer experience; consumer communities; issues of customer loyalty; the impact of Ict on relationship marketing; and the creative consumer.

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