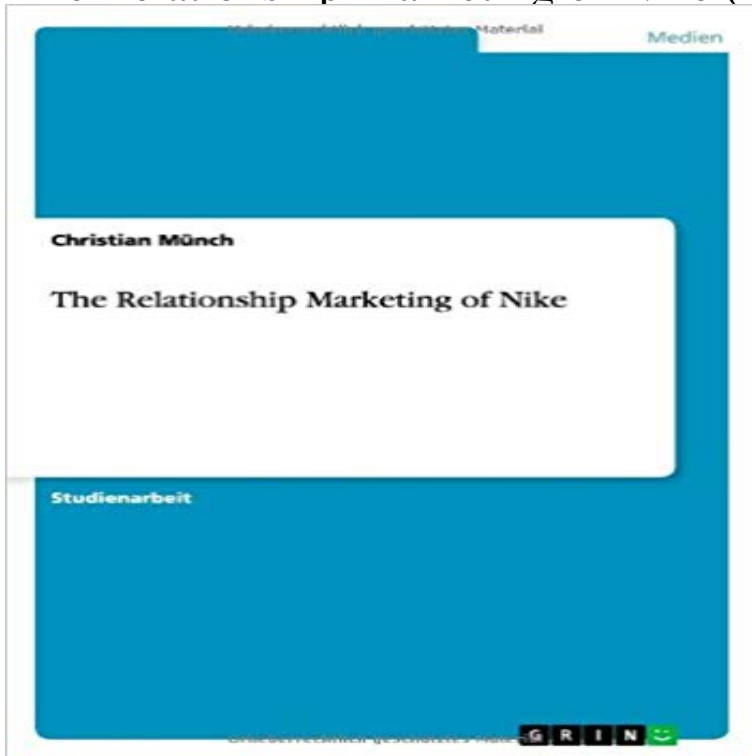


The Relationship Marketing of Nike (German Edition)



Studienarbeit aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Sheffield Hallam University, Sprache: Deutsch, Abstract: According to Godson (2011), relationship marketing is a marketing approach that is based on networks, interactions and relationships. Morgan and Hunt (1994) propose that relationship marketing includes all marketing activities that aim at establishing, developing and maintaining successful relational exchanges. Gummesson (2008) defines relationship marketing as marketing that is based on interactions within networks of relationships. In line with the previous, Kotler (2011) delineates relationship marketing as having multifarious relationships with marketing partners. Within the last two decades relationship marketing has become a widely accepted marketing paradigm (Finne and Gronroos, 2009) but It is debatable whether relationship marketing is a fundamentally new marketing approach or if it has been part of the traditional marketing theory all along (Payne, 1995). Godson (2011) points out that the main aim of relationship marketing is the development and maintenance of long term relationships with all stakeholders of a business. The most important stakeholder for most businesses is the customer. Against the backdrop of an increasingly competitive business environment, companies are forced to keep their customers loyal, ensure their satisfaction and find out as much as possible about them (Kotler, 2011). Truly loyal customers are less price sensitive, more likely to give referrals and more responsive to promotion & communication campaigns (Godson, 2009). Hence, a companys profitability and its ability to retain customers are positively linked (Reichheld, 1996). Instead of merely focusing their marketing activities on the

acquisition of new customers, companies need to balance between customer retention and acquisition (Godson, 2011)

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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ISBN-13: 9783656421320. eBay! **USED (LN) The Relationship Marketing of Nike (German Edition) by** Author: Christian Munch. of pages: 24. Publish date: 7-Sep-2013. Publisher: GRIN Verlag. ISBN-13: 9783656421320. eBay! **9783656421320: The Relationship Marketing of Nike - AbeBooks** PDF version (PDF) for only US\$ 0.99. Download immediately without Nike uses a mix of relationship and relationship marketing. Nike as a global brand is in **MARKETING NIKE - See Our Top 100 Reviews** Aug 8, 2014 Sportswear firm Adidas () probably thought it had hit the marketing jackpot when Adidas-sponsored Germany beat The Relationship Marketing of Nike (German Edition) [Christian Munch] on . *FREE* shipping on qualifying offers. Studienarbeit aus dem Jahr 2012 **NEW The Relationship Marketing of Nike (German Edition) - eBay** People who viewed this item also viewed. USED (LN) The Relationship Marketing of Nike (German Edition) by Christian Munch. 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