

<<营销学新逻辑探索>>

图书基本信息

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内容概要

In Search of a New Logic for Marketing features 9 previously published journal articles written by Christian Grönroos between 1979 to-date. Four of the articles are on service marketing and four on relationship marketing. The articles build to form a clear picture of the continuous development of the field, leading to a synthesis article and a comprehensive concluding chapter. The author offers an alternative to the mainstream marketing mix logic and has consistently pursued the search for an alternative logic for marketing.

书籍目录

PrefaceIntroduction: I Did It My Way Chapter 1 Marketing - A Discipline in CrisisPart One Articles on Service Marketing Chapter 2 A Service-Orientated Approach to Marketing of Services Chapter 3 An Applied Service Marketing Theory Chapter 4 A Service Quality Model and its Marketing Implications Chapter 5 Marketing Services: The Case of a Missing ProductPart Two Articles on Relationship Marketing Chapter 6 Relationship Approach to Marketing in Service Contexts The Marketing and Organizational Behavior Interface Chapter 7 Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm Chapter 8 Relationship Marketing: Challenges for the Organization Chapter 9 The Relationship Marketing Process: Communication, Interaction, Dialogue, ValuePart Three A New Logic for Marketing Chapter 10 Adopting a Service Logic for MarketingConclusion: Towards a Contemporary Marketing TheoryIndex

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