

Strategic Market Relationship: From Strategy to Implementation

Donaldson & OToole address how organizations originate, sustain and develop relationships with customers, suppliers, competitors, and other stakeholders from a strategic perspective. This examination maps business relationship choices from strategy to implementation.

FEATURES

- Develops the reader's understanding of the nature, relevance and importance of creating and sustaining relationships as a strategic resource
- Takes a managerial perspective to the study of relationships, from strategy to implementation
- Presents new themes and frameworks in areas such as relationship planning, relationship implementation, customer relationship management, and electronic relationships
- Each chapter contains two case studies: a commencement case illustration and an end of chapter teaching case

Strategic Market Relationships has been written for students studying relationship strategy, management or marketing on advanced undergraduate, MBA and other postgraduate courses. It will also be a valuable resource for managers who wish to gain a greater understanding of strategic market relationships.

