

SØREN HOUGAARD
MOGENS BJERRE

The Relationship Marketer

Rethinking Strategic Relationship Marketing

2nd Edition



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The Relationship Marketer Rethinking Strategic Relationship Marketing

Soren Hougaard, Mogens Bjerre



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The Relationship Marketer Søren Hougaard, Mogens Bjerre, 2010-03-14 In *The Relationship Marketer* Søren 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 on an individualised basis leads to outstanding business performance. Based on these principles the authors present a concrete and practically manageable framework for implementation. Readers will find surprising useful and applicable marketing models, typologies and tools as well as guides to the systematic generation of strategic opportunities. *The Relationship Marketer* will be valuable reading for students and professionals in sales and marketing as well as anyone seeking insights into dyadic market forces which are moving industry beyond the outdated perspective of treating all customers equally.

Strategic Relationship Marketing Søren Hougaard, Mogens Bjerre, 2013-11-01

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marketer with over thirty years experience of using marketing techniques and concepts sets out to describe contextualize and rate them Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively Its conclusion is that seasoned professionals must use their judgement about when and how to use them but they also need to understand them in depth if they are going to make well rounded effective investment decisions Above all it asks how useful and relevant is this concept Will it improve decision making Does the damn thing have any credibility and does it work This book combines a rigorous review of a wide range of marketing concepts with many practical examples and case studies It can be read or dipped into both by seasoned professionals and by those just embarking on their marketing career Sir Paul Judge President Chartered Institute of Marketing Laurie Young casts an experienced and skeptical eye on many cherished marketing concepts and techniques He provides an antidote to the tendency to adopt them without understanding their limitations and possibilities Professor George Day The Wharton School Chairman of the American Marketing Association Laurie Young has produced nothing less than the A Z of marketing He has journeyed far and wide mapping out hundreds of business marketing and communications models to produce an extremely useful industry atlas Certainly it will find a well thumbed home on my bookshelf Hamish Pringle Director General Institute of Practitioners in Advertising This book is much needed by marketing Its value is in challenging concepts some of which have been the accepted norm for a long time But as this book shows some of these may no longer be relevant and appropriate for marketers in today s consumer environment Mike Johnston CEO Dairy Council of Northern Ireland and former Chairman of the Chartered Institute of Marketing Senior marketers like those who make up the membership of the Marketing Society hone the methods and techniques they favour as their career develops Laurie Young clearly did that and an experienced voice shines through this critique It is heartening to find that so many concepts have a long history of producing real value for businesses but alarming to find so many of the theorists favourites to be so groundless Hugh Burkitt CEO The Marketing Society

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