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MANAGEMENT

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Handbook of Service Marketing Research Roland T. Rust, Ming-Hui Huang, 2014-02-28 The Handbook of Service Marketing Research brings together an all star team of leading researchers in service marketing to explore many of the hottest topics in service marketing today Cutting edge topics include customer relationships and loyalty

Trust in Market Relationships Sandro Castaldo, 2007 Trust in Market Relationships illustrates that the importance of trust in a commercial arena has intensified as markets have become more complex As business relationships become ever critical for a firm's economic results in highly competitive markets and trust represents the basic platform for the development of successful long term collaborations Sandro Castaldo attempts to order the analytical complexity and myriad perspectives that characterise research on trust He aims not to simplify this complexity but to present guidelines for an interpretative model of trust and to define fundamental concepts for trust management strategies Issues explored include the nature of trust the relevance of trust to firms intangible assets and value creation dimensions of trust in

marketing studies psychological sociological and organizational studies and the transactional cost theory trust determinants consequences and evolutionary processes and cycles With its wide literature review and complete field overview this multi disciplinary approach to the complex facets of trust in market relationships will strongly appeal to those with an interest in marketing trust management and organizational studies MARKETING MANAGEMENT J. Paul Peter,James H. Donnelly,2008-10-03 Marketing Management 9 e by Peter and Donnelly is praised in the market for its organization format clarity brevity and flexibility The goal of this text is to enhance students knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies The six stage learning approach is the focus of the seven unique sections of the book Each section has as its objective either knowledge enhancement or skill development or both The framework and structure of the book is integrated throughout the sections of the new edition The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout

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