



# Handbook on Research in Relationship Marketing (Elgar Original Reference)

*Robert M. Morgan, Janet Turner Parish, George Deitz*

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Successful exchange relationships between organizations and their various partners in those exchanges - suppliers, customers, employees, or a wide variety of other types of exchange partners - have become critical to the overall success of organizations in an economy that is increasingly global, hypercompetitive, and evolutionary. This *Handbook* highlights relationship marketing as an area of growing interest and ongoing development within marketing, providing key insights that illustrate its important role in guiding customer-directed business strategies.

Relationship marketing is an approach to increase long-term profitability through loyal customers. With increased customer retention, fewer resources need to be invested in acquiring new customers and marketing costs go down. The *Handbook on Relationship Marketing* brings together contributions from some of the leading figures in the field to analyze the role of marketing with suppliers and customers, as well as internal and lateral partners.

The *Handbook* will appeal to scholars and students of marketing and business. It will also be a useful resource for practitioners looking to exploit relationship marketing for better customer retention.

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