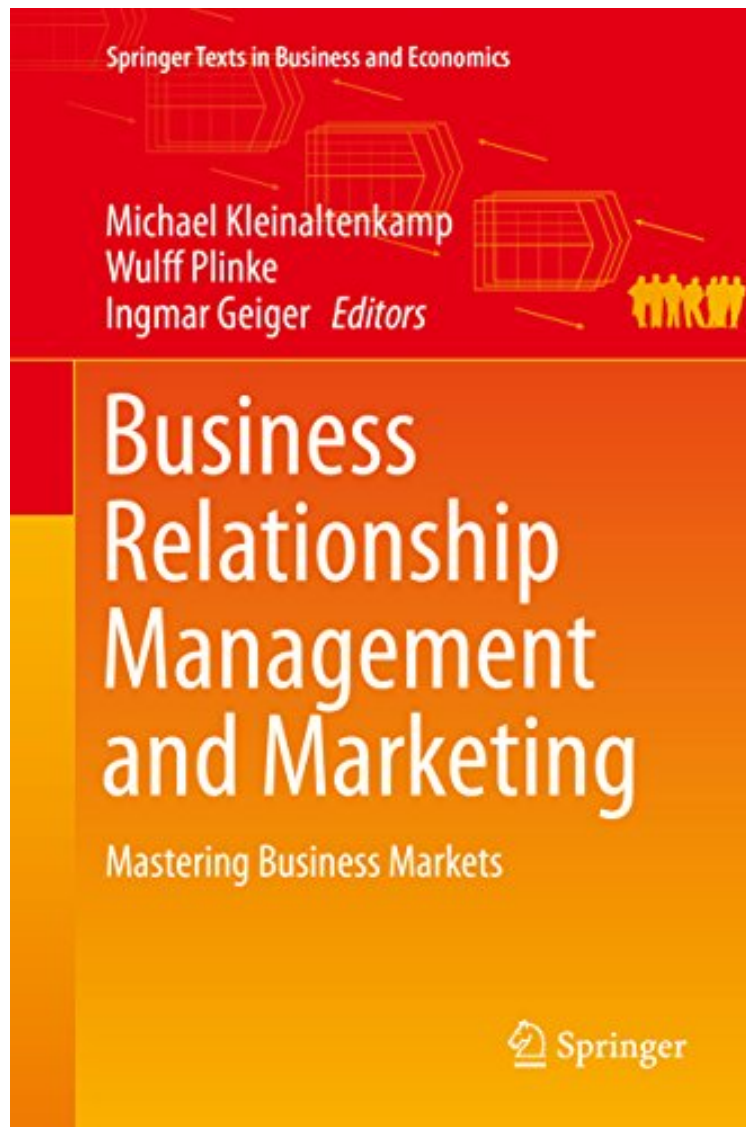


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Relationship management, key account management and customer orientation are concepts that have become central to modern management. This book is dedicated to illustrating and reflecting these concepts and their corresponding methods and instruments in depth. It is thereby focused on the business-to-business realm and equally applies to traditional industrial markets as well as to business-to-business services. Contributions include state-of-the-art research results that are conveyed in a comprehensible fashion to be applied in both executive education as well as in practice.

“This is a well-timed book for practising professionals and budding researchers. Although the book is a compilation of research papers, it covers all the important aspects and is a good read for clear understanding of concepts. The book is a compilation of nine individual research papers separated into three parts, maintaining a proper flow on the topic with each subsequent chapter complementing the previous one.” (Tinu Jain, *Decision*, Vol. 42, 2015)

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