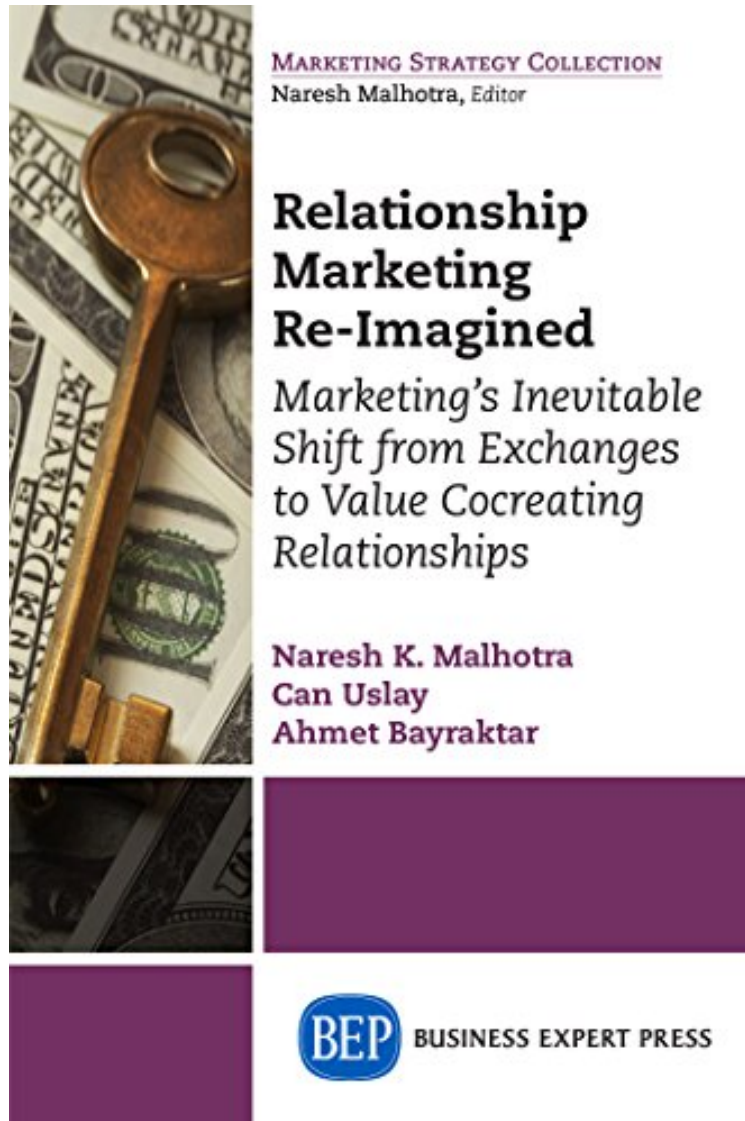


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Relationship Marketing Re-Imagined: Marketing's Inevitable Shift from Exchanges to Value Cocreating Relationships

Naresh K. Malhotra, Can Uslay, Ahmet Bayraktar
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Marketing is arguably amidst a paradigm shift. With the emerging value co-creation perspective, a single transaction can blossom to a process in which the customer and the marketer collaborate (rather than negotiate) for best total value through products, features, delivery terms, maintenance, and financing options for both B2B as well as B2C markets. Marketers increasingly need to develop and maintain long-term, win-win relationships that extend beyond customers, such as those with distributors, dealers, suppliers, competitors and other external influencers. Business executives, marketing students, and those who are interested in learning about the transformative power of relationship marketing and CRM analytics in the business enterprise would highly benefit from reading this book.

About the Author Naresh K. Malhotra, PhD, is senior fellow, CIBER and Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology. A marketing legend, he also received the Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award, Best Professor in Marketing Management by Asia Best B-School among others. Dr. Malhotra is also an ordained minister of the Gospel, a member and Deacon, First Baptist Church, Atlanta, and President of Global Evangelistic Ministries, Inc.; Can Uslay, PhD, is associate professor of marketing at Rutgers Business School, New Brunswick and Newark, NJ. A recipient of the Valerie Scudder Award for outstanding scholarly activity, he has co-authored/edited five books and published in leading academic journals. He currently serves as the chair of the Entrepreneurial Marketing SIG of the American Marketing Association.