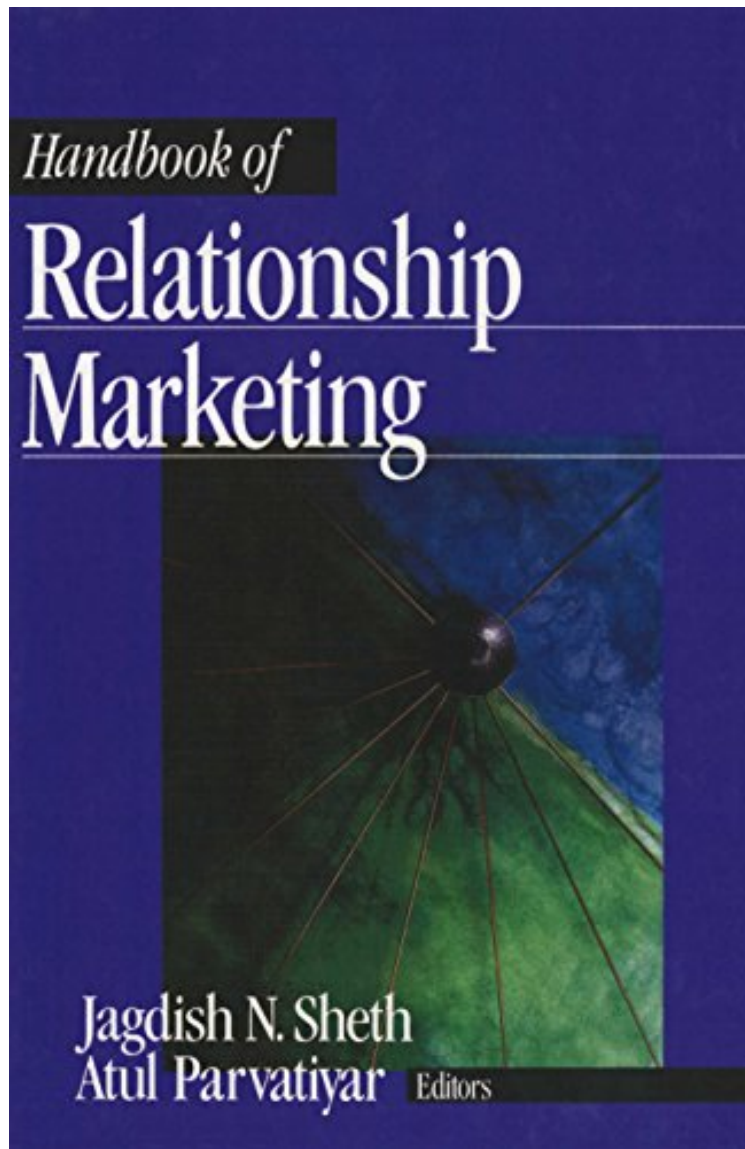


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Handbook of Relationship Marketing

Atul Parvatiyar, Jagdish N. Sheth
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As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the `core' of all marketing activity. In recent years, there has been an explosive growth in business and academic interest in relationship marketing, yet no comprehensive book has been available to present key concepts, theories, and applications. The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

"This is a 'must-read' book for professors who wish to start or continue serious academic work in this emerging field of relationship marketing as well as for practitioners who increasingly need to focus on establishing a relationship with each of their customers." -- Lluís G. Renart

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About the Author

Dr. Atul Parvatiyar is the President CEO of Institute for Customer Relationship Management (ICRM) as well as the Robinson Research Fellow and Managing Director of the Center for Business and Industrial Marketing at the J. Mack Robinson college of Business, Georgia State University in Atlanta, USA. Atul is a well-known thought leader in Customer Relationship Management and global marketing strategies. His expertise area include global customer management, corporate transformation, and strategic marketing processes.

Jagdish N. Sheth, Ph.D., is the Charles H. Kellstadt Professor of Marketing at Emory University, Goizueta Business School. He is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. When he joined Emory's faculty in 1991, Professor Sheth had nearly 30 years of combined experience in marketing from the University of Southern California, the University of Illinois, Columbia University, and Massachusetts Institute of Technology. Throughout his career, Professor Sheth has offered more than a thousand presentations in at least 20 countries. He has also provided consultancy for numerous companies in the United States, Europe, and Asia. His client list includes ATT, BellSouth, Cox Communications, Delta, Ernst Young, Ford, GE, Lucent Technologies, Motorola, Nortel, Pillsbury, Sprint, Square D, 3M, Whirlpool, and others. Currently, Professor Sheth sits on the Board of Directors of several public companies including Norstan, Cryo Cell International, and Wipro Limited. Professor Sheth's accolades include "Outstanding Marketing Educator," an award presented by the Academy of Marketing Science, the "Outstanding Educator" award twice-presented by Sales and Marketing Executives International, and the P.D. Converse Award for his outstanding contributions to theory in marketing, presented by the American Marketing Association. Professor Sheth is the recipient of the two highest awards given by the American Marketing Association: the Richard D. Irwin Distinguished Marketing Educator Award and the Charles Coolidge Parlin Award. In 1996, Professor Sheth was selected as the Distinguished Fellow of the Academy of Marketing Science. The following year, he was awarded the Distinguished Fellow award from the International Engineering Consortium. Professor Sheth is also a Fellow of the American Psychological Association (known as APA). In 2014, he was awarded the William Wilkie Award, Marketing for a Better World by the American Marketing Association. Professor Sheth has authored or coauthored hundreds of articles and books. In 2000, he and Andrew Sobel published the best seller, *Clients for Life*. In 2001, *Value Space*, which he coauthored with Banwari Mittal, was published. Professor Sheth's most popular book, *The Rule of Three*, was coauthored with Dr Rajendra Sisodia and published in 2002. He has since written notable publications: *Tectonic Shift*, *Firms of Endearment*, and *The 4 A's of Marketing*.