



Relationship Marketing: A Consumer Experience Approach (SAGE Advanced Marketing Series)

Steve Baron, Tony Conway, Gary Warnaby

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The relationship between a market and a consumer is complex. Far from simply an exchange of services there is an often complex transaction of feeling, meaning and experience. How does the study of relationship marketing interpret this?

In this exciting new book the authors explore the factors of relationship marketing in its contemporary context, with the consumer in mind. From the experience of a football club supporter to experiences of gap year travel, to text messaging behaviour, and to using the library, the focus of this text is on the consumer perspective. From this angle, issues of relationship marketing, and its management, take on a new and exciting bearing.

Topics examined include: frameworks for analyzing the consumer experience; consumer communities; issues of customer loyalty; the impact of ICT on relationship marketing; and the creative consumer. Each chapter is supported by - or based on - an in-depth case study, many of which are drawn from the authors' research.

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