

《营销学新逻辑探索》

图书基本信息

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内容概要

The book features 9 previously published journal articles written by Christian Gronroos between 1979 to date. Four of the articles will be on service marketing and four on relationship marketing, which emphasize his knowledge and expertise in the field of service, and relationship marketing during the last 27 years. The articles build to form a clear picture of the continuous development of the field, leading to a synthesis article and a comprehensive concluding chapter. The author offers an alternative to the mainstream marketing mix logic and has consistently pursued the search for an alternative logic for marketing.

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