

Pathways Less Travelled To Value Creation: Interaction, Dialogue And Knowledge Generation

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articles

Relationship marketing: looking back, looking forward

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Abstract. Relationship marketing has taken off over the past 10 years with a burst of vigour. Were relationships staring marketers in the face and were we too preoccupied to see them? We begin with a short historical perspective on the origins of relationship marketing. A discussion on future directions and theory development based around the concept of value exchange follows. A 'view from the edge' of chaos is then offered. We conclude that marketing as a discipline is forever changed. **Key Words** ● chaos and complexity ● knowledge generating pathways ● networks ● relationship marketing ● theory development ● value exchange

Looking back

The term *relationship marketing* was first contributed by Berry (1983) as a new rubric for services marketing. Of course, the emphasis on relationships, played out in various ways, is as old as trade itself. Early scholarly insights in the 1980s were the identification of service risk points in the customer relationship life cycle (Grönroos, 1983), and an emphasis on developing long-term interactive relationships between suppliers and customers, integrating both services and B2B per-

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to innovation and tradition, and processes related to innovation, knowledge focusing on the quality of the interactions between people Invention for the Blink generation processes, and creating active dialogues with consumers. ... individuals, the Netflix Prize is less.personal bonds, new collaboration and knowledge exchange. In conclusion, it could be said that value generation for the customer is the justification Pathways less traveled to value creation: interaction, dialogue.

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