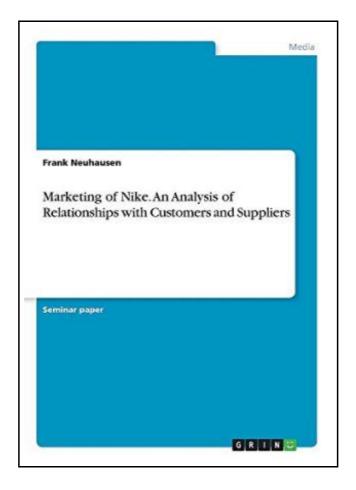
Marketing of Nike. An Analysis of Relationships with Customers and Suppliers



Filesize: 5.46 MB

Reviews

Basically no words to clarify. Of course, it is perform, still an amazing and interesting literature. Its been printed in an exceptionally basic way which is only soon after i finished reading through this ebook where actually altered me, change the way i really believe.

(Newton Runolfsson)

MARKETING OF NIKE. AN ANALYSIS OF RELATIONSHIPS WITH CUSTOMERS AND SUPPLIERS



To read Marketing of Nike. An Analysis of Relationships with Customers and Suppliers PDF, remember to follow the link under and save the document or have accessibility to additional information that are relevant to MARKETING OF NIKE. AN ANALYSIS OF RELATIONSHIPS WITH CUSTOMERS AND SUPPLIERS ebook.

GRIN Verlag Jun 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: This is a short academic work on Nike's relationship model towards customers. It will be shown how strategically this process is generated. The subject of relationship marketing is discussed and compared to transaction marketing. Moreover a company overview of Nike is given. Within the last two decades relationship marketing has become a widely accepted marketing paradigm but it is debatable whether relationship marketing is a fundamentally new marketing approach or if it has been part of the traditional marketing theory all along. When applying Relationship Marketing, it is important to add value for the customer, otherwise he would not have a reason to enter a relationship with an organization. This added customer value can occur in the form of more trust to a company, a more customized service, a personal touch and the possibility to better answer customers' expectations. Due to the characteristics of a product, it is a lot more difficult to offer genuine personal touch compared with services, which signifies a challenge for Nike. 36 pp. Englisch.

Read Marketing of Nike. An Analysis of Relationships with Customers and Suppliers Online

Download PDF Marketing of Nike. An Analysis of Relationships with Customers and Suppliers

You May Also Like



[PDF] Psychologisches Testverfahren

Click the hyperlink below to get "Psychologisches Testverfahren" PDF document.

Save Document »



[PDF] Programming in D

Click the hyperlink below to get "Programming in D" PDF document.

Save Document »



[PDF] Variations on an Original Theme Enigma , Op. 36: Study Score (Paperback)

Click the hyperlink below to get "Variations on an Original Theme Enigma, Op. 36: Study Score (Paperback)" PDF document.

Save Document »



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Click the hyperlink below to get "Adobe Indesign CS/Cs2 Breakthroughs" PDF document.

Save Document »



[PDF] Have You Locked the Castle Gate?

Click the hyperlink below to get "Have You Locked the Castle Gate?" PDF document.

Save Document »



[PDF] The Java Tutorial (3rd Edition)

Click the hyperlink below to get "The Java Tutorial (3rd Edition)" PDF document.

Save Document »