

## Total Relationship Marketing

*Evert Gummesson*

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**THIRD EDITION**

# Total Relationship Marketing




**Marketing management, relationship strategy, CRM, and a new dominant logic for the value-creating network economy**


*"An informed and innovative approach... Gummesson has provided a vivid demonstration of the ubiquity of relationships in marketing."*

PHILIP KOTLER, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, USA.

**Evert Gummesson**



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**Evert Gummesson : Total Relationship Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Total Relationship Marketing:

5 of 5 people found the following review helpful. The best book in its field...By Dr. Francis A. Buttle  
Evert Gummesson's book is in my view the best in the field. He's an original thinker about relationship marketing, and in this edition he integrates new and additional perspectives from service-dominant logic and CRM. His 30R (30 relationships) model still remains at the heart of the book. It's a good read too, with humour in the most unexpected places, and his selection of case illustrations from around the world give good insights into how relationship marketing is implemented. Evert would probably take exception to my positioning this as a book on relationship marketing. He'd probably say that it's a book about marketing, but that marketing is about networks, relationships and interaction. You'll have to buy a copy and make your own judgement. It would be money well spent.

This third edition of Total Relationship Marketing confirms it as a classic text on the subject of relationship marketing

and CRM, areas which have become accepted and debated; parts of marketing but are currently undergoing dramatic change. A major contribution to marketing thought internationally, this seminal title presents a powerful in-depth analysis of relational approaches to marketing where the three words relationships, networks and interaction are king. The book effects a dramatic shift in the fundamentals of marketing thought, with the author's refined model of thirty relationships, the 30Rs, presenting a sophisticated and cogent challenge to the traditional 4Ps schema. Previous editions were widely praised as breakthrough texts in the field, combining incisive and searching analysis with an accessible and pragmatic approach to putting the theory to work. This third edition is the first book on relationship marketing and CRM to integrate the ongoing evolution in marketing through the service-dominant logic, lean consumption and the customer's value chain, the augmented role of the customer in value creation, the increasing importance of customer-to-customer (C2C) interaction, network-based many-to-many marketing, and marketing accountability and metrics. It addresses both the high tech, information technology aspects of marketing and the high touch, human aspects. Further, customer-centricity is suggested to be broadened to balanced centrality, a trade-off between the needs of all stakeholders of a network of relationships. Examples, cases, concepts and references have been updated. Highly informative, practical in style and packed with illustrations from real companies, Total Relationship Marketing is an essential resource for all serious marketing practitioners as well as undergraduate and postgraduate students.

'An informed and innovative approach . . . Gummesson has provided a vivid demonstration of the ubiquity of relationships in marketing.'

PHILIP KOTLER, Distinguished Professor of International Marketing, Northwestern University, USA

'There is no one I know who knows more about relationship marketing than Evert Gummesson. In this third edition of Total Relationship Marketing he provides an informed and innovative approach to relationship marketing, CRM, Return on Relationships, and the suppliers' and customers' roles in the value-creating network economy.'

Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, USA

'A corporation, its employees and management operate within multiple relationships to customers, suppliers, the media, banks and numerous others. With its broad approach to relationship marketing Gummesson's book has become a classic. This updated third edition clearly shows the critical role of relationships for the enhancement of service and profits in today's economic reality.'

Thomas Sattelberger, Chief Human Resources Officer and Member of the Board of Management, Deutsche Telekom AG, Bonn, Germany

'In this third edition of Total Relationship Marketing Evert Gummesson integrates his thirty relationships with new developments in marketing, among them the service-dominant logic, the network thinking of many-to-many marketing, and the value-creating economy where intellectual capital is many times as important as its financial capital. Do as the author says: Put on the relationship eye-glasses and rethink your marketing!'

Leif Edvinsson, President of UNIC and Professor of Intellectual Capital, Lund University, Sweden, and the Hong Kong Polytechnic University

'Evert Gummesson invites readers to think about relationship marketing in new and exciting ways. This is a fascinating, worthwhile book.'

Leonard L. Berry, Distinguished Professor of Marketing, the Mays Business School, Texas A&M University, USA

'The ideas of Gummesson's book are trend-setting realities in the new context of today's business, characterized by networks and relationships. Particularly important for all managers, whether they are responsible for specific marketing aspects of a firm's value creation, or whether they are general managers.'

Peter Lorange, President and The Nestlé, Professor, IMD, Lausanne, Switzerland

'Evert Gummesson is a pioneer in the field of relationship marketing. He is an original and stimulating thinker whose insights and ideas are essential reading for anyone who is seeking to understand the role of marketing in a rapidly changing global environment. This book is an important contribution to the literature of marketing.'

Michael J. Baker, Professor Emeritus, Founding Editor Journal of Marketing Management and Journal of Customer Behaviour, UK

About the Author: Evert Gummesson is one of Europe's leading marketing thinkers. He has a major international reputation based on his teaching, writing and consultancy in Europe, the UK and North America. Since the first edition of Total Relationship Marketing, Evert Gummesson has received two awards for his pioneering work in marketing: "The Year 2000 Award For Leadership In The Services Field" presented by The AMA and The Chris Ottander Prize, a Swedish award sponsored by the leading business weekly *Veckans Affärer*.