

Marketing

A Relationship Perspective

von

Prof. Svend Hollensen, Prof. Marc Oliver Opresnik

2. Auflage

Verlag Franz Vahlen München 2015

Verlag Franz Vahlen im Internet:

www.vahlen.de

ISBN 978 3 8006 4928 0

Zu [Leseprobe](#) und [Inhaltsverzeichnis](#)

schnell und portofrei erhältlich bei beck-shop.de DIE FACHBUCHHANDLUNG

beck-shop.de

Subject and Companies Index

Symbole

4Ps model 4

A

Activity-based costing (ABC) 164, 422
Alliances 104
Ansoff's matrix 140
Appropriate time horizon 164
Augmented offer 88
Awareness 11, 101, 420

B

BCG portfolio matrix model 154
Behavioural segmentation 176
Benefits sought 176
BHAG 142
Bottom-up budget 421
Bottom-up planning 32
Brand equity 416
Branding 89
Brand loyalty 4
Brand map 190
Bribery 429
B-t-B VII, IX, X, 113, 149, 216
B-t-C VII, IX, X, 113, 149
Business buying process 110
Business mission statement 141
Business vision statement 141
Buy classes 111
Buyer behaviour theory 4
Buyer-seller relationships VI
Buyers' personal characteristics 183
Buying behaviour 105
Buying centre 110

C

Cannibalization 148
Cash cows 157
Chain of relationships VII
Classical view of social responsibility 444
Commitment 12
Commodity approach 4
Concentrated marketing 187
Concept of distribution 3
Contractors 75
Conversion strategies 29
Core competencies 81
Core offer (basic offering) 88
Corporate-level 81
Corporate Social Responsibility (CSR) 442
Cost drivers 85
Cost focus 152
Cost leadership 152
Cross-functionalism VII

Cross-functional teams VII, 75, 285, 471
Cultural factors 95
Customer acquisition 9
Customer delight 466
Customer equity 417, 470f.
Customer gratitude 16
Customer intimacy 154
Customer lifetime value (CLV) 466
Customer loyalty 450
Customer mix budget 421
Customer mix budgets 421
Customer perceived value 453
Customer relationship management (CRM) 455
Customer retention 10
Customer satisfaction 15
Customer service 101
Customized marketing 188

D

Decider 111
Decision-making unit 110
Demographic factors 94
Demographics 180
Demographic variables 173
Differentiated marketing 187
Differentiation focus 152
Differentiation strategy 151
Direct marketing 5
Dissolution 12, 102
Diversification strategies 149
Dogs 157

E

Economics of retention strategies 11
Economies of scale 85
Efficient Consumer Response (ECR) 303
Ehrenberg and Goodhart model 109
Environmental factors 112
E-procurement 113
Ethical responsibilities 444
Ethics 426
Exit barriers 13
Expansion 11, 102
Expected offer 88
Exploration 11, 101

F

Fair trade marketing 446
Feasibility 163
Financial standing 79
Fishbein and Ajzen model 108
Five forces model 186
Forward supply chain 440

Full-time marketers 75
 Functional approach 4
 Functional capabilities 81

G

Gatekeepers 111
 General need description 112
 Geographic variables 174
 Global account management (GAM) 459
 Goals-down-plans-up-planning 32
 Green marketing 439
 Green-washing 442
 Gross margin 420
 Group competencies 81

H

High- and low-context communication 95
 High-involvement products 107
 Hofstede's model of cultural differences 95 f.
 Horizontal diversification 149
 Hybrid customers 454

I

Image repositioning 191
 Immediate market 118
 Implementation barriers 193
 Individual competencies 81
 Individualism 96
 Influencers 76
 Influencers/evaluators 111
 Information systems 79
 Infrastructure barriers 192
 Initiators 111
 Institutional approach 4
 Intangible repositioning 192
 Intangible resources 80
 Inter-functional dependency 74
 Internal branding 73
 Internal consistency 163
 Internal marketing 447
 Internal relationships 73
 Interpersonal factors 112
 Isolates 76

K

Key account management 5

L

Lateral diversification 149
 Learning and experience curve 86
 Legal responsibilities 444
 Legislators 104
 Life-cycle analysis (LCA) 440
 Lifestyle characteristics 175
 Lifetime value of the customer 13
 Long-term orientation 96
 Low-involvement products 107

M

Macro level 91
 Macro segmentation 179
 Managerial skills 79
 Market Attractiveness-Competitive Position model (MA-CP) 159
 Market development strategies 149
 Market entry barriers (MEB) 148
 Marketing budget 31, 418
 Marketing Management VI, V, VII, VIII, 1, 4, 8, 20, 22 f., 74, 100, 143, 195, 222, 358, 391, 439, 471, 490
 Marketing metrics 419
 Marketing opportunity 115
 Marketing strategy continuum 20
 Market orientation view 77
 Market penetration 146
 Market potential 149
 Market segmentation 118, 168
 Market share 421
 Masculinity 96
 Mass-marketing techniques 20
 Mass production 2
 Matching strategies 29
 Maxi-Maxi (S/O) 117
 Maxi-Mini (S/T) 117
 Micro level 91
 Mini-Maxi (W/O) 117
 Mini-Mini (W/T) 117
 Mission 26
 Modified re-buy 111
 Modifiers 75
 Moment of truth 74
 Mutual cooperation 9

N

Nested approach 180
 New task 112

O

One-to-one marketing 457
 Operating variables 181
 Operational capabilities 81
 Operational excellence 153
 Opportunities 115
 Opportunity cost 165
 Organization 79
 Organizational buying behaviour 110
 Organizational factors 112
 Outsourcing 87

P

Packaging 89
 Partnering 100
 Partner relationship management 470
 Part-time marketers 75
 Perceived risk 14

Perceptions, beliefs and values 178
Perceptual mapping 189
Personal factors 112
Personality characteristics 176
PEST analysis 91
Philanthropic responsibilities 445
Planning gap 144
Porter's generic strategies 140, 150 f.
Positioning 30
Positioning map 190
Positioning strategy 189
Potential offer 88
Power distance 96
Pressure groups 104
Price differentiation 90
Problem diagnosis 145
Problem recognition 112
Product development strategies 148
Product differentiation 87
Product leadership 154 f.
Product life cycle 97, 224 f.
Product placement 364 f.
Product repositioning 192
Product specification 112
Profile segmentation 173
Profiling 168
Profit 419
Profitability 419
Proposal solicitation 112
Psychographic segmentation 175
Purchase behaviour 177
Purchase occasion 176
Purchaser 111
Purchasing approaches 182

Q

Quasi-strategic greening 439
Question marks 156, 157

R

Recall 420
Recognition 420
Relationship ladder 12
Relationship longevity 13
Relationship marketing V, VIII, 1, 2, 7, 13 ff.,
20, 23, 33 f., 276, 285 f., 390, 449 f., 485 f., 490,
493 ff.
Relationship stages 11
Repositioning 191
Resource based view 77
Return of relationships 11
Return on investment 419
Reverse supply chain 440

S

Sales 420
Salience 14
Segmentation 29
Segmentation process issues 192
Segmentation, Targeting and Positioning
(STP) 169
Service economy 5
Share of wallet 450
Situational factors 182
Social/cultural factors 94
Social factors 94
Social marketing 437
Societal marketing 446
Socio-demographic variables 174
S-O-R model 106
Stakeholder management approach 78, 442
Stars 157
Straight re-buys 111
Strategic business unit (SBU) 28, 154
Strategic capabilities 80
Strategic fit 114
Strategic greening 439
Strategic planning 140
Strategy selection 164
Strengths 115
Stuck-in the-middle position 153
Suitability 163
Supplier search 112
Supplier selection 113
Supply chain management VII, 98, 298, 471
Sustainable marketing 446
Switching costs 13
SWOT analysis 28

T

Tactical greening 439
Tangible resources 79
Targeting 30
Targeting strategy 187
Target marketing 186
Technical resources 78
Technological factors 97
Threats 115
Top down 184
Top-down budget 421
Top-down planning 32
Total Quality Management 5
Transactions orientation 4

U

Uncertainty avoidance 96
Undifferentiated marketing 187
Unique passion proposition 75
Usage segmentation 178
Users 111

V

Validity 163
Value drivers 87
Value net 91
Vertical integration 98, 149
Vertical marketing systems (VMS) 4
Viral Marketing 341
Vulnerability 163

W

Weaknesses 115
Wider world 118
Workability 163