

MARKETING

ZFP – Journal of Research and Management

Heribert Gierl

Determinants of Consumer Attitudes Toward Prosocial Products

Benedikt M. Brand and Cristopher Siegfried
Kopplin

Effective Return Prevention Measures in the Post-purchase Stage: A Best-Worst Scaling Approach

Kira Marie Heimann, Nicola Bilstein, and
Michelle Désirée Haurand

Smart Transformative Services to Defuse Crises? – The Meaning of Trust for the Usage of Digital Contact Tracing Apps

Franziska Unger and Martina Steul-Fischer
**Rewards for a Healthy Lifestyle:
The Impact of Reward Type and Timing
in Pay-As-You-Live Pricing**

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Der Klassiker zum Relationship Marketing.



Bruhn
Relationship Marketing

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Die Beziehungsführerschaft

zum Kunden rückt neben den klassischen Wettbewerbsvorteilen, wie der Qualitäts- und Kostenführerschaft, als **strategischer Erfolgsfaktor** zunehmend in den Mittelpunkt. Deshalb gewinnt das Relationship Marketing – verstanden als das Management von Kundenbeziehungen – für Unternehmen an Bedeutung.

Das Buch

gibt einen umfassenden Überblick über die Grundlagen eines effektiven und **effizienten Einsatzes** des Relationship Marketing für Unternehmen. Es entwickelt einen **systematischen Managementansatz** und stellt darauf aufbauend alle **notwendigen Phasen** des Managements von Kundenbeziehungen ausführlich dar. Schwerpunkte liegen auf den folgenden Aspekten:

- Analyse des Relationship Marketing,
- Strategische Ausrichtung und operative Umsetzung des Relationship Marketing,
- Implementierung und Kontrolle des Relationship Marketing,
- Institutionelle Besonderheiten des Relationship Marketing.

Aktuelle Entwicklungen

des Relationship Marketing sind integriert, wie zum Beispiel **Social Media-Kommunikation** oder **Customer Experience Management**.

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CONTENT

Editorial	2
Determinants of Consumer Attitudes Toward Prosocial Products. <i>By Heribert Gierl</i>	4
Effective Return Prevention Measures in the Post-purchase Stage: A Best-Worst Scaling Approach. <i>By Benedikt M. Brand and Cristopher Siegfried Kopplin</i>	30
Smart Transformative Services to Defuse Crises? – The Meaning of Trust for the Usage of Digital Contact Tracing Apps. <i>By Kira Marie Heimann, Nicola Bilstein, and Michelle Dsiree Haurand</i>	48
Rewards for a Healthy Lifestyle: The Impact of Reward Type and Timing in Pay-As-You-Live Pricing. <i>By Franziska Unger and Martina Steul-Fischer</i>	66
Imprint	65