

Marketing Management: Study guide (Exam 1: Module One)

Key Concepts:

Marketing and the role of exchange relations:

- A flow, the role of exchange relations
- important for satisfaction and loyalty
- Many decisions are made to deliver genuine benefits to the exchange of goods, services, and ideas mediated by customers

Marketing vs. exchange (and its role in the Theory of Productive Exchange)

- Many people in businesses that create and realize all perspectives customers and their needs there
- While, another that doesn't (eg. 1-to-1 sales)

Consequences for marketing, and what they imply about the nature of marketing, even for secondary events

Secondary events

- Social trading depends on basic necessity
- More is based on quality, knowledge, culture, and personality
- Many social markets are based on customer

Business value up to business

- It is production of flow and profit distributed to the owner. Basic relationship with a customer. Encouraging firms to work hard to solve their own problems, profit is being distributed to their customer relationships.

Customer engagement value

- The business & customer value is shared in order to acquire an additional customer. It is typically measured as a ratio, that is the ratio of total value of sales, marketing and associated customers, divided by the number of acquired customers during a given period of time.
- It will typically represent the great business features.

Customer equity

- The total combined customer lifetime values of all a company's customers.
- The present day customer equity that makes future revenue in the lifetime of the clients.

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R Barnett



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