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Handbook of Research on Retailer-Consumer Relationship Development



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Though based on an economic transition, retailer-consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and a rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry.

Handbook of Research on Retailer-Consumer Relationship Management offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for greater integration of these views in further research. Offering different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

Topics Covered:

- Consumer Behavior
- Corporate Social Responsibility
- E-Retailing
- Marketing Strategies
- Retail Innovation and Technology
- Retail Location
- Retailer-Consumer Relationships

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