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Relationship Marketing that we felt it appropriate to augment these first two volumes with a third, this time constructed around a number of case studies and case histories The framework used within this book is a modified version of the 'Six Markets' model, first advanced in the original Relationship

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S Shajahan Relationship Marketing: Text and Cases, (2006), McGrawHill Higher Education 0070583374 Mark Godson Relationship Marketing, (2009), Oxford University Press 0199211566 William G Zikmund, Raymond McLeod Jr and Faye W Gilbert Customer Relationship Management: Intergrating Marketing Strategy and Information Technology, (2002), Wiley

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iii Crosby, Lawrence A and Stephens, Nancy (1987), "Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry", Journal of Marketing Research, 24 (4), 404-411 Das, Kallol and Dasgupta, Hirak (2009), "CRM Best Practices: A Case Study of Bank of

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