



## Marketing of Nike. An Analysis of Relationships with Customers and Suppliers

By Frank Neuhausen

GRIN Verlag Jun 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: This is a short academic work on Nike's relationship model towards customers. It will be shown how strategically this process is generated. The subject of relationship marketing is discussed and compared to transaction marketing. Moreover a company overview of Nike is given. Within the last two decades relationship marketing has become a widely accepted marketing paradigm but it is debatable whether relationship marketing is a fundamentally new marketing approach or if it has been part of the traditional marketing theory all along. When applying Relationship Marketing, it is important to add value for the customer, otherwise he would not have a reason to enter a relationship with an organization. This added customer value can occur in the form of more trust to a company, a more customized service, a personal touch and the possibility to better answer customers' expectations. Due to the characteristics of a product, it is a lot more difficult to offer genuine personal touch...



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