

A philosophy that assumes that a sale does not depend on an aggressive sales force but rather on a customer's decision to purchase product. It is synonymous with the marketing concept.

Chapter 1

An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Chapter 1

The idea that an organization exists not only to satisfy customer wants and needs and to meet organizational objectives but also to preserve or enhance individuals' and society's long-term best interests.

Chapter 1

People giving up something to receive something they would rather have.

Chapter 1

The relationship between benefits and the sacrifice necessary to obtain those benefits.

Chapter 1

A philosophy that focuses on the internal capabilities of the firm rather than on the desires and needs of the marketplace.

Chapter 1

Customers' evaluation of a good or service in terms of whether it has met their needs and expectations.

Chapter 1

The ideas that people will buy more goods and services if aggressive sales techniques are used and that high sales result in high profits.

Chapter 1

A strategy that focuses on keeping and improving relationships with current customers.

Chapter 1

The idea that the social and economic justification for an organization's existence is the satisfaction of customer wants and needs while meeting organizational objectives.

Chapter 1

Delegation of authority to solve customers' problems quickly—usually by the first person that the customer notifies regarding a problem.

*Chapter 1*

Collaborative efforts of people to accomplish common objectives.

*Chapter 1*