

Table 2.2 30Rs of relationship marketing (Source: Gummesson, 1999)

Classic market relationships	
R1	The classic dyad – the relationship between supplier and the customer
R2	The classic triad – the drama of the customer-supplier-competitor triangle
R3	The classic network – distribution channels
Special market relationships	
R4	Relationships via full-time and part-time marketers – marketing and sales department and all others who influence the customer relationship directly or indirectly
R5	The service encounter – interaction between the customer and service provider
R6	The many-headed customer and the many-headed supplier – all contact personnel involved in the relationship
R7	The relationship to the customer's customer – help your customer sell more through and understanding of its customer
R8	The close versus the distant relationship
R9	The relationship to the dissatisfied customer
R10	The monopoly relationship: the customer or supplier as prisoners
R11	The customer as 'member' – enlisted as member through loyalty programme
R12	The electronic relationship
R13	Parasocial relationships – relationships to mental images and symbols, for example, to brand names and corporate identities
R14	The non-commercial relationship – the non-commercial sector
R15	The green relationship – environment and health issues
R16	The law-based relationship – relationship based on legal contracts
R17	The criminal network
Mega relationships	
R18	Personal and social networks – often influence business
R19	Mega marketing – seeking relationships with governments, legislators, influence individuals and others to make operations feasible
R20	Alliances change the market mechanism – sometimes alliances are necessary to make the market work
R21	The knowledge relationship – knowledge acquisition drives many alliances
R22	Mega alliances change the basic conditions for marketing – for example, the European Union (EU), or the North American Free Trade Organisation (NAFTA), or the World Trade Organisation (WTO)
R23	The mass media relationship
Nano relationships	
R24	Market mechanisms are brought inside a company – for example, profit centres inside a company
R25	Internal customer – relationships between internal customers and suppliers
R26	Quality provides a bridge between operations management and marketing
R27	Internal marketing – relationships with the 'employee market'
R28	The two-dimensional matrix relationship - inter-relationships caused by new ways of organising, for example, product management and sales will have overlapping reporting responsibilities
R29	The relationship to external providers of marketing services
R30	The owner and financier relationship

Gummessons 30R's of relationship

Relationships are strategic
 Donaldson chapter 2

Morgan & Hunts
 Relational exchange categories

- Supplier
- Lateral
- Buyer
- Internal partnerships

Six markets model by Peck

- Customer markets: Customers
- Internal markets: Employees, Business units
- Referral markets: Users, knowledgeable people
- Influence markets: Media, government, investors
- Recruitment markets: Current & potential employees
- Supplier & Alliance markets: Value creation & Input relevant

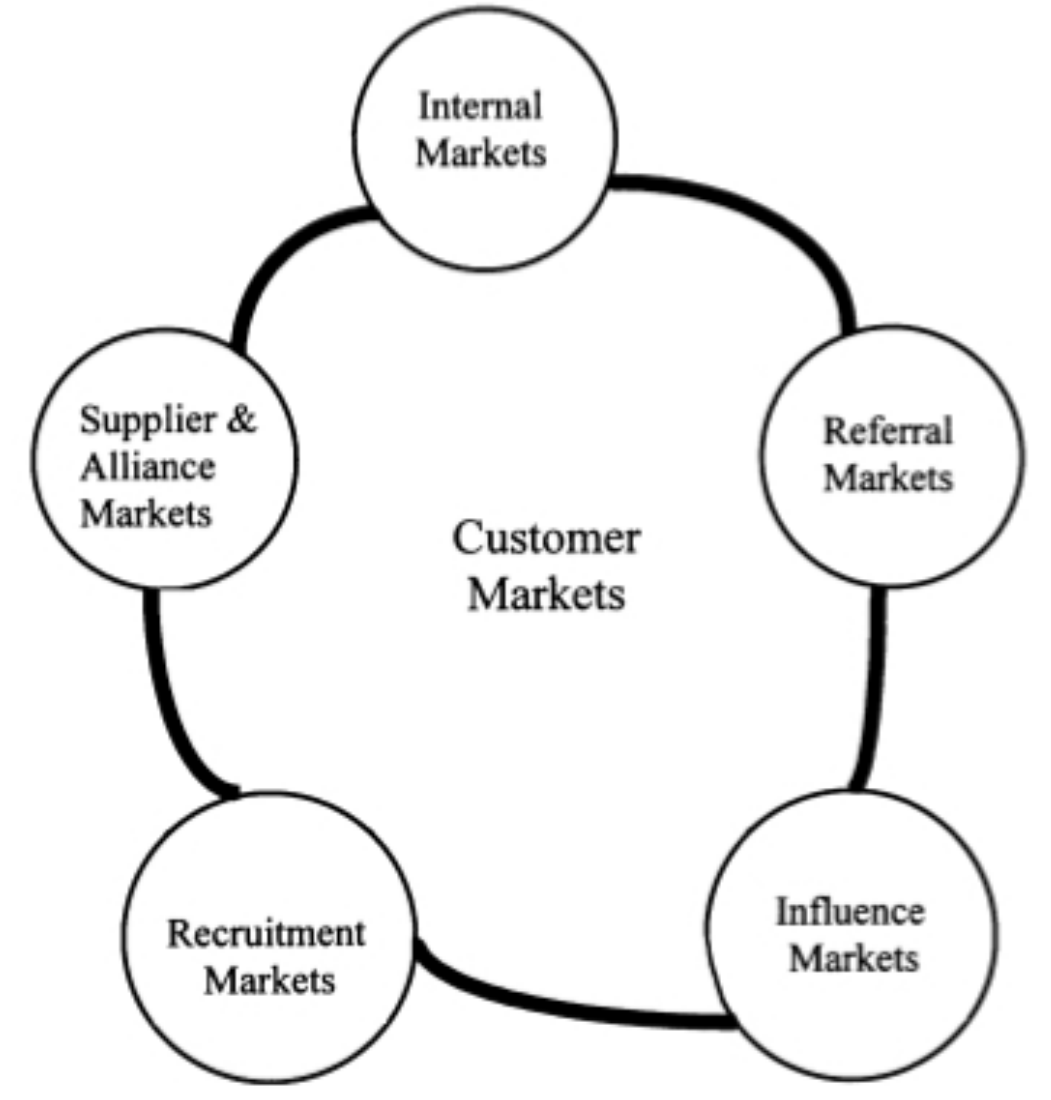


Figure 2.1 Six market domains (Source: Peck et al., 1999).

Table 2.1 Relational exchange categories (Source: adapted from Morgan et al., 1994)

Category	Description
Supplier partnerships	
1. Goods suppliers	Partnerships between manufacturers and their goods' suppliers
2. Services suppliers	Relational exchanges between service providers and their respective clients, for example, advertising agency-client relationship
Lateral partnerships	
3. Competitors	Strategic alliances between firms and their competitors
4. Non-profit organisations	Alliances between a firm and non-profit organisations, for example, public-private partnership
5. Governments	Partnerships for joint research and development between the state and private organisations
Buyer partnerships	
6. Ultimate customers	Long-term relationships between firms and ultimate customers
7. Intermediate customers	Relational exchanges of working partnerships in distribution
Internal partnerships	
8. Functional departments	Exchanges involving functional departments
9. Employees	Exchanges between a firm and its employees, as in internal marketing
10. Business units	Within firm relational exchanges involving such business units as subsidiaries, divisions, or strategic business units