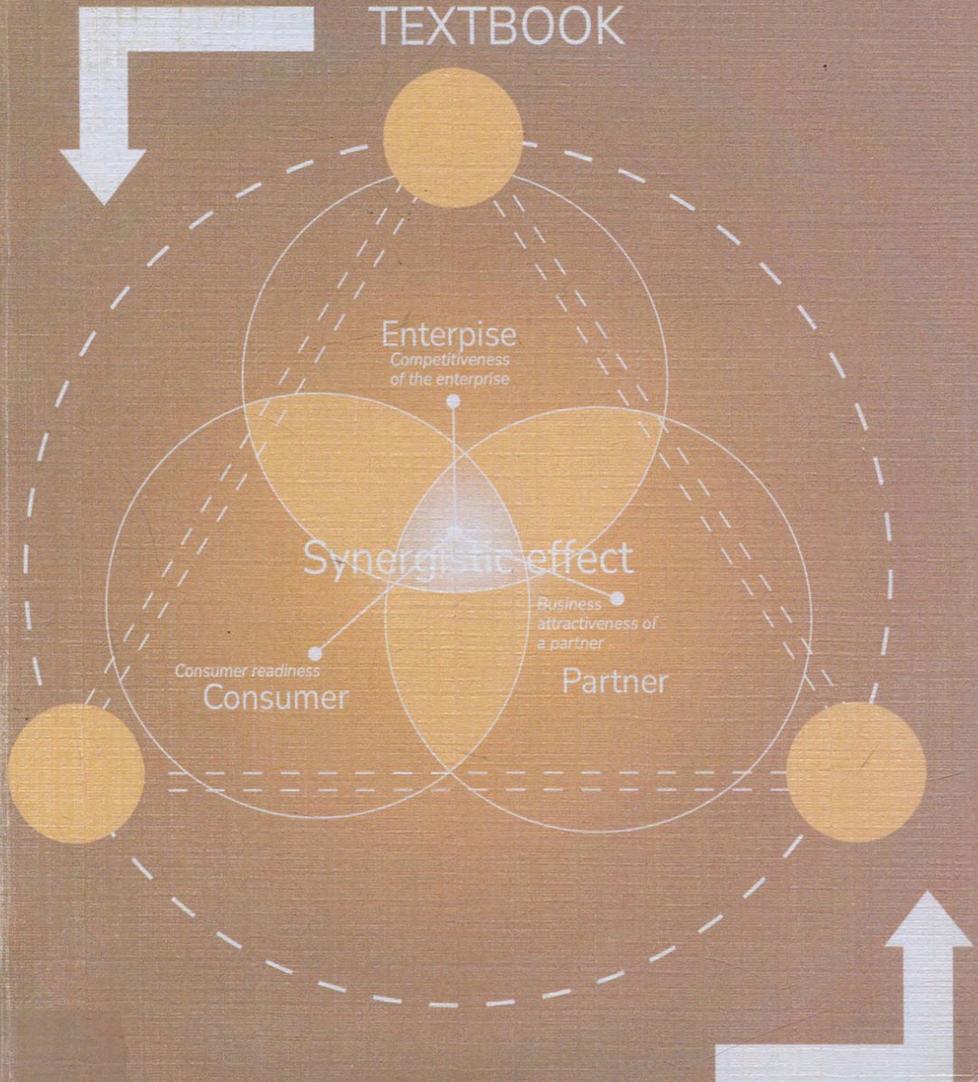


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Raiko Diana

# Relationship marketing

TEXTBOOK



Raiko Diana

# Relationship Marketing

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Textbook

*Approved by the Scientific Council of NTU «KhPI»*

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R18

Reviewers:

*M. Oklander* — doctor of economic sciences, professor, head of the department of marketing, Odessa Polytechnic National University;

*N. Savytska* — doctor of Economic Sciences, Professor, Head of the Department of Marketing, Reputation and Customer Experience Management, State Biotechnology University.

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The Textbook is devoted to the justification and further development of theoretical, methodological provisions and methodological support for the formation of marketing relations, strategic management of the development of marketing activities of industrial enterprises, taking into account the influence of the external and internal environment on their development, as well as the relationship between strategic management and strategic marketing.

Grounded and proposed: the concept of marketing relations and strategic management of the development of the enterprise's marketing activities, the core of which is the development of marketing relations based on the example of the «consumer-enterprise-partner» system; an approach to the formation of the company's marketing strategies regarding marketing relations, the basis of which is three components: the competitiveness of the company, the business attractiveness of its partners regarding cooperation with it, and the readiness of consumers to consume products. The complex of methodical support for the formation of the company's marketing strategies, taking into account the marketing of relations regarding the competitiveness of the company, the business attractiveness of partners, and the readiness of consumers, was further developed.

Intended for applicants of specialty 075 «Marketing» of all forms of education.

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# CONTENT

Preface .....	6
Chapter 1. Marketing as a business philosophy.....	12
1.1 Theoretical foundations of the development of marketing activity of an industrial enterprise .....	12
1.2 Marketing as a philosophy of industrial enterprise development.....	35
1.3 Formation of marketing relations on the example of the «consumer-enterprise-partner» system in the context of socio-economic development of the region.....	56
1.4 Dynamic capacity as one of the most important factors of the competitiveness of a modern enterprise .....	73
1.5 Control questions.....	86
Chapter 2. The modern marketing paradigm of marketing the company's relations with partners and consumers .....	87
2.1. The system of marketing relations on the example of «consumer-enterprise-partner» as a basis for the development of the enterprise's marketing activity .....	87
2.2 Control questions .....	151
Chapter 3. Peculiarities of management of marketing relations of the enterprise with partners and consumers.....	152
3.1. The process of proactive strategic management of the development of marketing activities of the enterprise .....	152
3.2 Conceptual approach to the process of forming strategic management of the development of marketing activities of an industrial enterprise.....	169
3.3 Control questions.....	192

Chapter 4. Formation and management of marketing relations of the enterprise with partners and consumers based on the properties of the «consumer-enterprise-partner» system.....	193
4.1 Approach to the formation and implementation of strategies for the development of marketing activities of the enterprise .....	193
4.2 Marketing communications as a tool of marketing relations regarding information interaction between the enterprise, partners, consumers .....	221
4.3 Control questions.....	343
Chapter 5. Components of marketing relations between an enterprise, a partner, a consumer: competitiveness of an industrial enterprise.....	244
5.1 Competitiveness of integrated business structures.....	244
5.2 Proposals for determining the competitiveness of an industrial enterprise .....	268
5.3 Control questions.....	290
Chapter 6. Business attractiveness of partners .....	291
6.1 Approach to assessing the partner's attractiveness .....	291
6.2 Control questions .....	310
Chapter 7. Readiness of consumer enterprises to use production and technical products .....	311
7.1 Approach to determining the readiness of consumers of production and technical products.....	311
7.2 Control questions.....	335
Reference list.....	336