# Article information:

Achieving relationship marketing effectiveness in business-to-business exchanges | SpringerLink  
<https://link.springer.com/article/10.1007/s11747-007-0078-5>

# Article summary:

1. Relationship marketing (RM) investments are believed to build stronger customer relationships and improve financial performance, but ineffective RM can be troublesome and even generate negative customer reactions.

2. A customer's relationship orientation (RO) or desire for relational governance dictates their evaluation of the benefits and costs of a relational exchange, and thus the effectiveness of a seller's RM.

3. RO consists of both stable and variable exchange-specific elements, and identifying the factors that affect a customer's RO can help managers target their RM efforts in a superior manner.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章提出了关于企业间交流中实现关系营销效果的问题，并探讨了客户关系取向对于评估关系交流成本和收益以及卖方关系营销的最终效果的影响。然而，该文章存在一些潜在偏见和不足之处。

首先，该文章没有充分考虑到客户可能会对卖方的关系营销产生负面反应的情况。尽管作者提到了这种可能性，但并没有深入探讨其原因和影响。此外，该文章也没有涉及到如何应对这种情况。

其次，该文章过于强调了客户关系取向对于卖方关系营销的重要性，而忽略了其他因素的影响。例如，市场竞争、产品质量、价格等因素也会影响客户是否选择与卖方建立更深层次的关系。

此外，该文章还存在一些片面报道和缺失考虑点。例如，在讨论客户是否愿意建立更深层次的关系时，并没有考虑到卖方是否有能力提供相应服务或产品来满足客户需求。

最后，该文章缺乏充分证据来支持其主张。虽然作者提到了一些研究结果来支持其观点，但并没有进行充分的实证研究来验证其假设。

综上所述，该文章存在一些潜在偏见和不足之处，需要更加全面地考虑客户和卖方的各种因素，并进行充分的实证研究来支持其主张。

# Topics for further research:

* Negative customer reactions to relationship marketing
* Other factors influencing customer decisions besides relationship orientation
* Addressing negative customer reactions to relationship marketing
* Seller's ability to provide appropriate services or products
* Potential biases and missing considerations in the article
* Need for empirical research to support the claims made in the article

# Report location:

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