



# Relationship Marketing: Successful Strategies For The Age Of The Customer

By Regis McKenna

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From the author of the bestselling *The Regis Touch*, a simple process for building the crucial relationships that help a company dominate—and *own*—the market in the Age of the Customer.

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### **Editorial Review**

From Publishers Weekly

In this spirited recap of the 1980s, marketing consultant McKenna ( The Regis Touch ) elaborates on a revolution in the computer-age marketplace that has all but laid low corporations whose isolated managements used massive advertising campaigns to dictate what the customer would buy. Today, he writes, the focus is on direct consumer contact and personal relations with the business "infrastructure"--media, suppliers, analysts, etc.--whose feedback will influence product development and marketing strategy. McKenna traces the rise and occasional fall of many start-up companies in the turbulent, proliferating computer and software industry, including the competition between Apple Inc. and IBM, a battle recently ended when the two signed agreements to work together on research, development and marketing. Copyright 1991 Reed Business Information, Inc.

About the Author

**Regis McKenna** is the founder and chairman of Regis McKenna, Inc., an international marketing consulting firm headquartered in Palo Alto, California. He is also a general partner at Kleiner Perkins Caufield & Byers, a leading U.S. venture capital firm. He is an advisor to the Stanford Graduate School of Business and to the School of Government; a trustee at Santa Clara University; and a director for many private and public companies. He lectures extensively at universities and industry conferences worldwide.

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