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Internal Marketing: Directions for Management

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Bringing together contributions from leading writers in the field of service marketing and management, this book represents a much-needed source of current research and conceptual development in internal marketing. Key themes and issues explored include:* the social model of marketing* the human resource management perspective* marketing

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About the Author Richard J. Varey teaches and researches the communication issues of the management of marketing relationships, previously at the University of Salford, and now at the University of Waikato, New Zealand. He has published widely on the future of marketing in a sustainable society, relationship marketing, and corporate communication. He is a member of the editorial boards of *The Journal of Customer Behaviour*, *The Journal of Marketing Communications*, *The Journal of Communication Management*, and *The Corporate Reputation*. He was the BIM Young Manager of the Year in 1991.