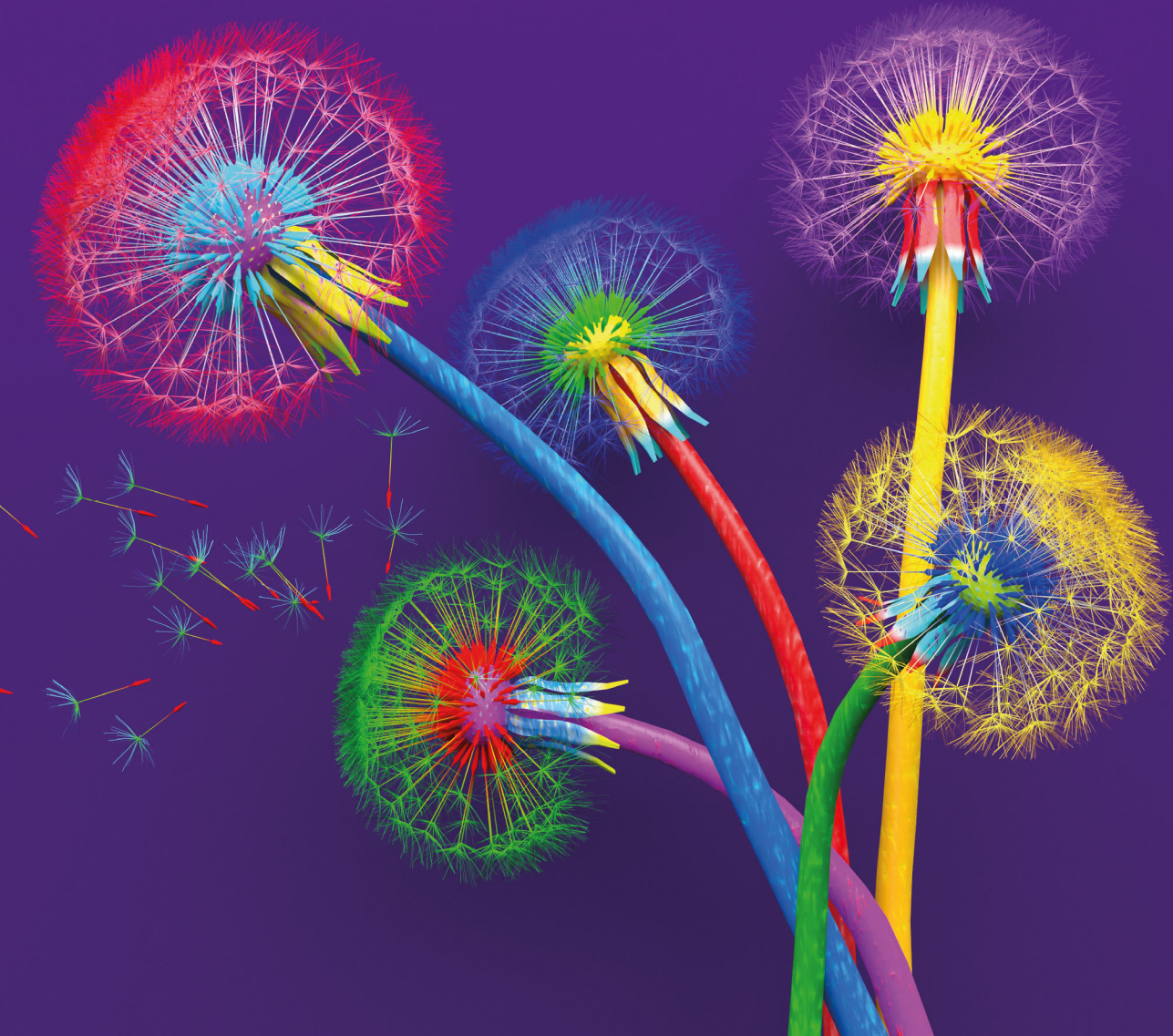


Thomas Fotiadis, Dimitris Folinas,  
Konstantinos Vasileiou,  
and Aggeliki Konstantoglou



# Marketing and the Customer Value Chain

Integrating Marketing and Supply Chain Management



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# Introduction

Marketing and supply chain management within any enterprise have a symbiotic relationship. A company needs to understand both concepts as their successful – common – approach determines the company’s viability and success.

This was examined and justified thoroughly in the textbook titled *Marketing and Supply Chain Management: A Systemic Approach*, 1st Edition, Routledge.

The book at hand can be considered as complementary in the sense of examining the strategic connections and disconnections between supply chain management operations and marketing by focusing on the six (remaining) of the seven P’s that constitute the (extended) marketing mix (“product”, “price”, “promotion”, as well as, “people”, “processes” and “physical evidence”) since “placement” was examined in the textbook cited above. Additionally, the following aspects, relating to both marketing and supply chain management are examined in detail: transportation management, crisis management and SCM, industrial markets in the context of SCM and emerging trends.

The main objective of this work, however, remains the same: To examine these disciplines/business areas in a systemic approach and to establish an integrated framework for their evaluation and application.

Throughout the textbook, there is a strong emphasis on the optimization and maximization of the value chain, through the development of a systems approach with strong market-orientation and this constitutes a further area where this work functions complementary to the first textbook, addressing the issues under a different light and aiming to complete the proposed holistic approach to the issues it discusses.

The key drivers for the integration of supply chain management and marketing derives from the very fact that customer needs and expectations grow exponentially more complex and harder to forecast, principally on account of the fact that customers are faced with a wide array of alternatives in terms of quality, innovation, prices, services, etc. This textbook will help both academics and managers appreciate how front-end marketing can interface with the back-end operations of supply chain management.

Each chapter of the book contains the following elements:

- An introductory paragraph that lists the main topics of the chapter.
- The conceptual framework that acts as a roadmap for the topics of the book.
- The learning objectives/questions.

# Marketing and the Customer Value Chain

Marketing and supply chain management have a symbiotic relationship within any enterprise, and together they are vital for a company's viability and success. This book offers a systemic approach to the integration of marketing and supply chain management. It examines the strategic connections and disconnections between supply chain and operations management and marketing by focusing on the factors that constitute the extended marketing mix, including product, price, promotion, people, and processes.

Key aspects of supply chain management are discussed in detail, including material handling, unit load, handling systems, and equipment, as well as warehousing and transportation, design, and packaging. The book then goes on to explore the marketing functions of intangible products (services), followed by a focus on B2B markets. Throughout, there is a strong emphasis on the optimization and maximization of the value chain through the development of a systems approach with a market-orientation. Pedagogy that translates theory to practice is embedded throughout, including theoretical mini-cases, chapter-by-chapter objectives, and summaries.

*Marketing and the Customer Value Chain* will help advanced undergraduate and postgraduate students appreciate how front-end marketing can interface with the back-end operations of supply chain management.

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**“To my (already rising) star, Hermie 11”**

Thomas Fotiadis

**“To my family”**

Dimitris Folinas

**“To Poly, Aggeliki, and Zois”**

Konstantinos Vasileiou

**“To Mia, Konstantinos, and Haris”**

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