

ЧАЙКОВСКИЙ, Александр. Использование стратегии клиентоориентированности, как конкурентного преимущества предприятия на рынке B2B. In: Paradigme moderne în dezvoltarea economiei naționale și mondiale: conferința științifică internațională, 30 - 31 octombrie , Chișinău, 2020. pp. 110 - 115. ISBN 978 - 9975 - 152 - 70 - 9.

All products and services are increasingly becoming more standardized and to attract new customers is becoming increasingly difficult. Therefore, the most effective way of retaining customers —it is the individualization of relationships and the relationships of building long-term partnerships. For the prosperity of the company is no longer enough just satisfied customers, need constant, loyal and extremely satisfied customers.