

Combating the dark side: managing performance reinvigoration of long-term relationships

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Combating the Dark Side

Managing Performance Reinvigoration of Long-Term Relationships

Matthias Jülicher

1. Time is a subtle relationship destabilizer (Chapter 1, 2, 3, and 4 of this dissertation).
2. The sun sets even in paradise. Paradoxically, the building blocks of positive relationships also inhibit germs for relationship deterioration (Chapter 2 of this dissertation).
3. Indifference and neglect often do much more damage than outright dislike (~ Joanne Rowling; in line with Chapter 2 of this dissertation).
4. We are all creatures of habit. Routines and adaptation normalize relationships over time, limiting bad times of tears, but also good times of laughter (Chapter 3 of this dissertation).
5. In the 21st century, where market offerings become increasingly standardized in aspects like quality and price, it will be memorable positive customer experiences that decommo-ditize offerings.
6. Market researchers gather “Big Data” in the digital age to better understand consumers. While it is relevant to discuss consumers’ privacy concerns in this context, market researchers look like amateurs compared to governments that secretly practice omnipresent surveillance.
7. You don’t need to be a great painter to grow into an art connoisseur. Similarly, you do not need to become an expert in statistics to appreciate that sustainable management decisions are best based on reliable numbers.
8. Capitalism is similar to absolutism these days, with less than 1% of firms too powerful (or “too big to fail”) and the general public paying their bills for greedy behavior. We know what happened to absolutism.
9. Everything will be okay in the end. If it’s not okay, it’s not the end (~ John Lennon).
10. Wer über alles lachen kann, wird die Welt beherrschen (~ Friedrich Schiller).