Chapter 6
Relational and Sustainability Strategies

1. Go to the website of the Indian brand Jio (<https://www.jio.com/>). Why do you think the brand is so successful in building relationships with its consumers?
2. Go to the website of Nectar ([www.nectar.com](http://www.nectar.com)) involving 300+ brands. What is the advantage of their wide-ranging loyalty scheme for the brands involved compared to running their own loyalty programmes? What is the advantage for customers?