Editorial

This second issue of *jbm* in 2010 contains only two contributions. The reason for this is that the journal is going to publish two larger Special Issues with papers of the last year's 9th International Conference on Relationship Marketing until the end of this year. Another specialty of this issue is that both authors are female, which demonstrates very well the changes that have taken place within the community of business-to-business marketing researchers over the last decades.

Again, the articles of this issue are focussing on relationships and networks as the dominant settings in which business market management takes place. The first paper by Anne Maria Holma investigates a special constellation of relationships: Business triads. In analyzing case studies in corporate travel management the author focuses on the question of how relationships develop under such circumstances. To do this she uses the IMP Group's actors, resources and activities framework and combines it with the punctuated equilibrium model of change by Tushman/Romanelli and Gersick. The most important result is that obviously there exists an asymmetry between the overall structure of the triad on the one hand and the development of the single dyadic relationships on the other hand: The triads' structure may reinforce long-term development despite short-term degenerative development in the dyads. On this basis the author derives interesting managerial implications concerning relationship management in ongoing service supply and sourcing processes.

The second article by Doreén Pick relates to a fairly under-investigated phenomenon: The termination of relationships from the supplier's point of view. Although a lot of research has already been done on the evaluation of customers, on customer lifetime value and marketing metrics the consequences that have to be derived out of negative assessments of customers have not been investigated very much. And the termination of a relationship is one of those, and a very critical and complex one. In her conceptual paper the author describes the status quo of the research that has been done on relationship termination in B2B markets so far and then develops a research agenda for this field. The latter is derived out of a framework of customer defection and customer recovery management. The literature overview shows that the topic has encouraged only little research effort up to now. This is not surprising as it seemed to be more interesting to focus on the 'positive' aspects of gaining and holding customers. But the reality of B2B markets shows that especially in a competitive environment not all customers can be treated equally and sometimes the suppliers also have to take the option to terminate a relationship into account. But how should this be done? What are the possible negative consequences of

such a measure? Are there spill-over effects related to other single customers or market segments? These and many other questions are still not answered yet, so that the topic opens up many promising ways for future research.

I hope you find the contributions of this issue as interesting as I do and I am already looking forward to the forthcoming Special Issues of jbm.

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