

An issue perhaps less well acknowledged is the central role that relationship marketing played in paving the way to a networked view of value creation (see Morgan and Hunt, 1994), along with the Industrial Marketing and Purchasing (IMP) group (Håkansson and Snehota, 1989). Today, marketing acknowledges more than ever the existence of multiple relationships and networks of relationships between different actors (Gummesson, 2008; Ford et al., 2011; Lusch and Vargo, 2014; Maglio and Spohrer, 2008). This shift to the networked economy is partially due to new technologies, partially to the broader view on the phenomenon of relationships. Although also previous research has acknowledged the existence of relationships between customers (Baron and Harris, 2010; Martin and Pranter, 1989; Pitta and Fowler, 2005), among multiple stakeholders (Gummesson, 2008; Payne, Ballantyne and Christopher, 2005) and with objects such as brands (Fournier, 1998), technology has brought about new types of relationships that exist between things (e.g. the internet of things), and between humans and digital devices (e.g. cognitive computing such as IBM's Watson ecosystem).