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Services Marketing, " in Emerging Perspectives in Services Marketing,  
L. L. Berry , G. L. Shostack , and G. Upah , eds. Chicago: American  
Marketing Association, 115-119. Google Scholar

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As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and...

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