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Service Marketing 6th Edition By Lovelock

Creating and marketing value in today ' s increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of ' intangible ' benefits and products, high-quality service operations and customer

Services Marketing: People Technology Strategy, 8th edition

ISBN: 0131138650 9780131138650 0131268465 9780131268463: OCLC Number: 52860179: Description: xviii, 652 pages : illustrations, map ; 26 cm: Contents: Understanding Service Products, Consumers, and Markets --Introduction to Services Marketing --Consumer Behavior in Service Encounters --Positioning Services in Competitive Markets --"Service Theater: An Analytical Framework for Services Marketing ...

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