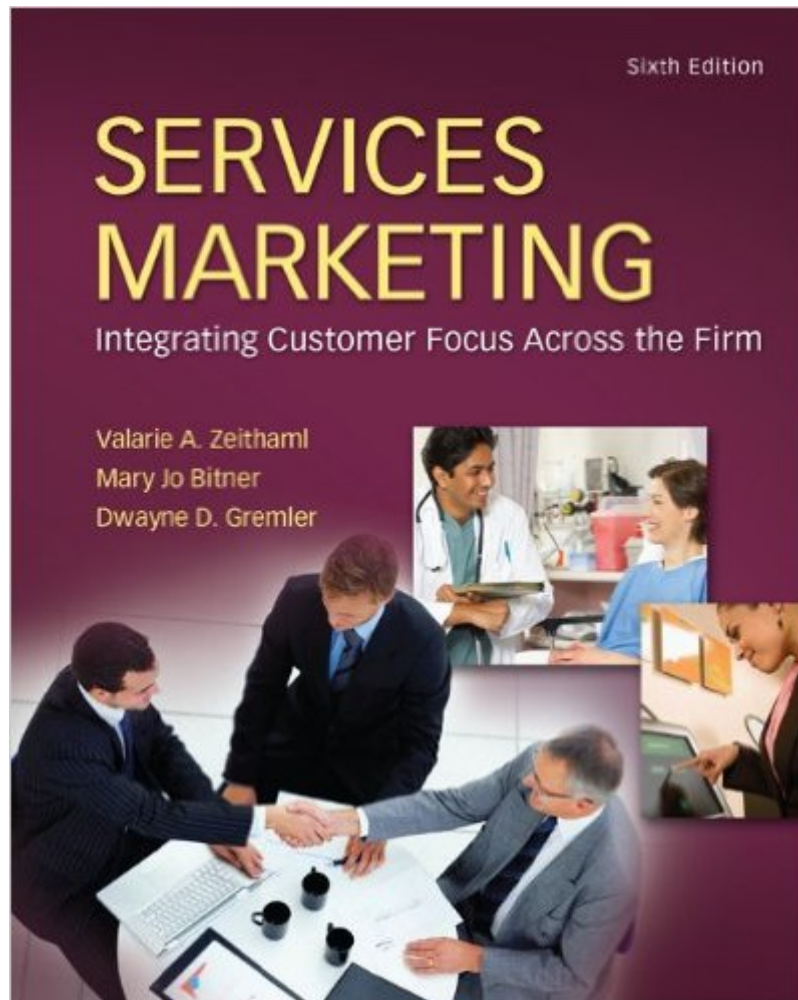


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Services Marketing (6th Edition)



Synopsis

Services Marketing, 6/e, is written for students and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This edition focuses on knowledge needed to implement service strategies for competitive advantage across industries. In addition to standard marketing topics (such as pricing), this text introduces students to entirely new topics that include management and measurement of service quality, service recovery, the linking of customer measurement to performance measurement, service blueprinting, customer cocreation, and cross-functional treatment of issues through integration of marketing with disciplines such as operations and human resources. Each of these topics represents pivotal content for tomorrow's businesses as they attempt to build strong relationships with their customers.

Book Information

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Customer Reviews

no highlighting or marks in the book when i rented it. fair price to rent a book at. confusion as how/when to return the books to but i figured it out by searching the help section. should be easier to find but that doesnt affect the book. order it if you need it.

Book is thorough, properly organized in each chapter and sections. Engaging discussion questions. One fault though: spelling error on page 99. I'm sure the authors meant 'displeasure' NOT 'displeawsure'

Used the textbook on the Kindle platform and really enjoyed it! The interface is very intuitive and above all, the price was very fair.

I ordered this book and received the international edition instead of the normal version. I didn't notice until it was too late to return it.

This book is for a class that I have to take so of course I don't like it for entertainment. It is very bland - black and white everything - you would think as a marketing book it would be more eye appealing but it's really not. It does however present the information well.

Service Marketing is a very informative book that teaches you how to keep your customer happy through your company's customer service policies.

I rented this book as a requirement for class, but wouldn't recommend. There's no color at all to the book or any definitions. It was a bit wordy at times. There are definitely better options out there

like it! awesome mktg theory, gaps model, strategies and development for businesses that can be usefull for school and daily work

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