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Services Marketing: Integrating Customer Focus Across the ...

Zeithaml V, Bitner M, Gremler D, 2009, Services Marketing: Integrating Customer Focus across the Firm, 5th edition, McGraw-Hill Irwin, USA. Kasper H, Helsdingen P, Gabbott M, 2006, Services Marketing Management: A Strategic Perspective, 2nd edition, John Wiley and Sons, Chichester UK. Other useful journals include: The Journal of Marketing

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Services Marketing: Integrating Customer Focus Across the ...

Services marketing strategy focuses on delivering processes, experiences, and intangibles to customers rather than physical goods and transactions. It involves integrating a focus on the customer throughout the firm

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Services Marketing Strategy - Zeithaml - 2010 - Major ...

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(PDF) Services Marketing Strategy - ResearchGate

Services Marketing: Integrating Customer Focus Across the Firm Hardcover - 16 Aug. 2002 by Valarie Zeithaml (Author), Mary Jo Bitner (Author)

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Keywords: customer integration; service dominant logic; marketing implementation; service provision Due to the emergence of marketing in the industrial revolution, the conceptualization of market offerings and value creation has been oriented toward manufactured goods. During that time, marketing's primary focus was on the ownership ...

Journal of Service Research Volume 11 Number 2 Customer ...

Services Marketing: Integrating Customer Focus across the Firm.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006 ...

In its third European edition, Services Marketing : Integrating Customer Focus across the Firm provides full coverage of the foundations of services marketing, placing the distinctive gaps model at the center of this approach.

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This summary contains all the chapters of the book "Marketing Services - Integrating Customer Focus Across The Firm" (. Alan Wilson et al) which students are considered Pre-Master Marketing Management indicated for Services Marketing. It is an English summary of 70 pages, containing references to the book (eg see table 2.1 on page 89).

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