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1-1 Chapter 1 New Perspectives on Marketing

in the Service Economy GENERAL CONTENT

Multiple Choice Questions 1.

The fundamentals of services marketing
presented in a strategic marketing framework.

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Organized around a strategic marketing framework Services Marketing guides readers into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

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It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view. Supplementary Material

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Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of

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improved framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for lessons: Enhanced Instructor Supplements Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help link

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This handbook provides a forum for leading researchers in organization theory to reflect on their own discipline: how it has developed and why; what sorts of knowledge claims it regards as acceptable and why; and where it may be, or should be, going.

Combining conceptual rigor with real-world

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and practical applications, this combination text/reader/casebook explores both concepts and techniques of marketing for a broad range of service categories and industries.

European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. 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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Drawing on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through quality service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition include:

- - New content on the role of digital marketing and social media has been added throughout to reflect the latest developments in this dynamic field
- - Increased coverage of Service dominant logic regarding the creation of value and the understanding of customer relationships
- - New examples and case

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studies added from global and innovative companies including AirBnB, IKEA, Disneyland, Scandinavia Airlines, and Skyscanner

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