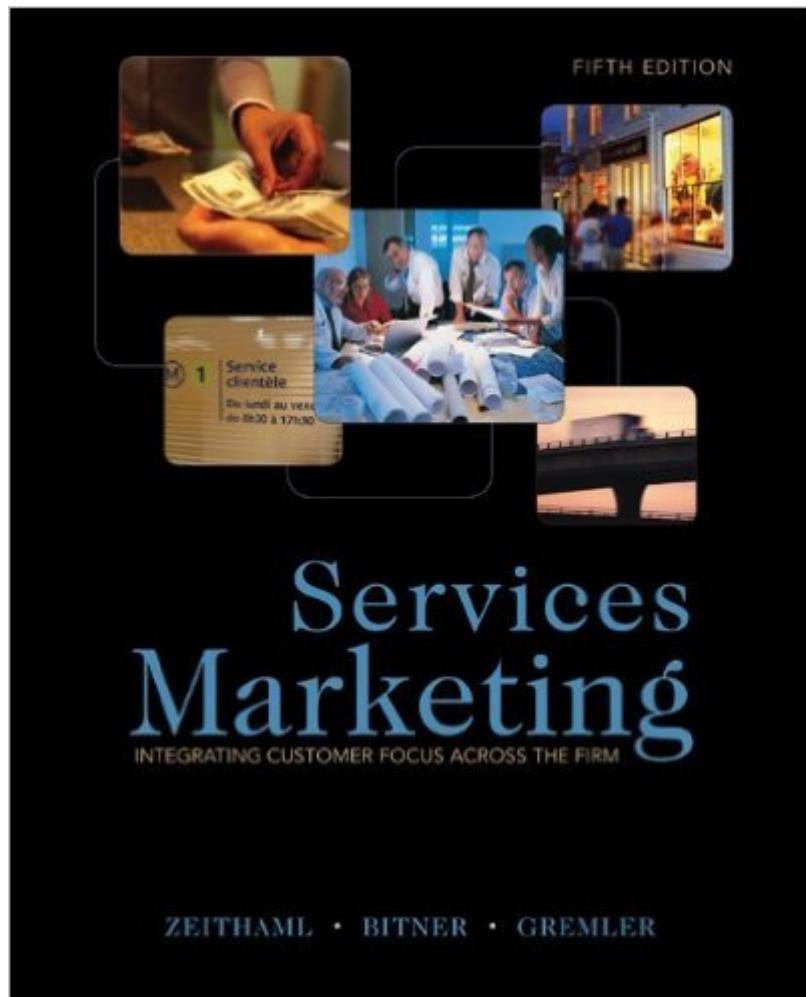


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Services Marketing (5th Edition)



Synopsis

Services Marketing, 5/e, recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book's content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

Book Information

Hardcover: 736 pages

Publisher: McGraw-Hill/Irwin; 5 edition (May 23, 2008)

Language: English

ISBN-10: 0073380938

ISBN-13: 978-0073380933

Product Dimensions: 8.5 x 1.1 x 10.1 inches

Shipping Weight: 3.3 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars (See all reviews) (16 customer reviews)

Best Sellers Rank: #156,126 in Books (See Top 100 in Books) #111 in Books > Business & Money > Industries > Service #196 in Books > Textbooks > Business & Finance > Marketing #214 in Books > Business & Money > Marketing & Sales > Customer Service

Customer Reviews

This is a wonderful text to know the fundamentals of Services Marketing. Everywhere we see mess ups in service delivery. Awareness of the basic concepts presented herein will help avoid many a pitfall and also help pave the way for a win-win situation in services marketing. This book presents the GAPS model very lucidly and provides many case studies to clarify the concepts. A great investment to learn about this important component of the economy.

I'm surprised that this book is still utilized in MBA programs because it's surprisingly out of date. There are certainly core principles that apply to the service industry that will stand the test of time, but the case studies in this book were irrelevant in today's marketplace.

I ordered this used because it was significantly cheaper than the 5th edition but with relatively the same content. The seller said it could take up to 2 weeks to arrive, but it arrived in about 5 days.

Everything was as advertised on the site. I would definitely order from the company again. The book itself is pretty basic stuff. No great revelations; pretty common sense stuff.

Great book! I am finished with my term and I plan on keeping the book for reference! Textbook utilizes a more approachable technique to engage students and truly made for an enjoyable experience.

Perfect for class, learned a lot and got an A. Great insight into the nuances of services marketing as opposed to consumer product goods.Thanks!

Well--it's a textbook so I'm not sure how much you can really 'love' it. But, certainly, the information is very good.

the product is in the condition what they write down. thank you

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