



Services Marketing: Text and Cases

By Harsh V. Verma



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The second edition of *Services Marketing: Text and Cases* takes a leap forward to develop a strategic perspective to the service marketing framework. This edition begins with an initiation into the field of services and then develops an appreciation of the service marketing system and includes five additional chapters. The focus is then directed at service strategy and the creation of sustainable differentiation. The book finally discusses the management of operational issues such as quality, demand matching, recovery and empowerment.

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Services Marketing: Text and Cases By Harsh V. Verma Bibliography

- Sales Rank: #2440849 in eBooks
- Published on: 2011-06-20
- Released on: 2011-06-20
- Format: Kindle eBook

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