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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 Strategy - Zeithaml - 2010 - Major ...

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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 ...

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

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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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