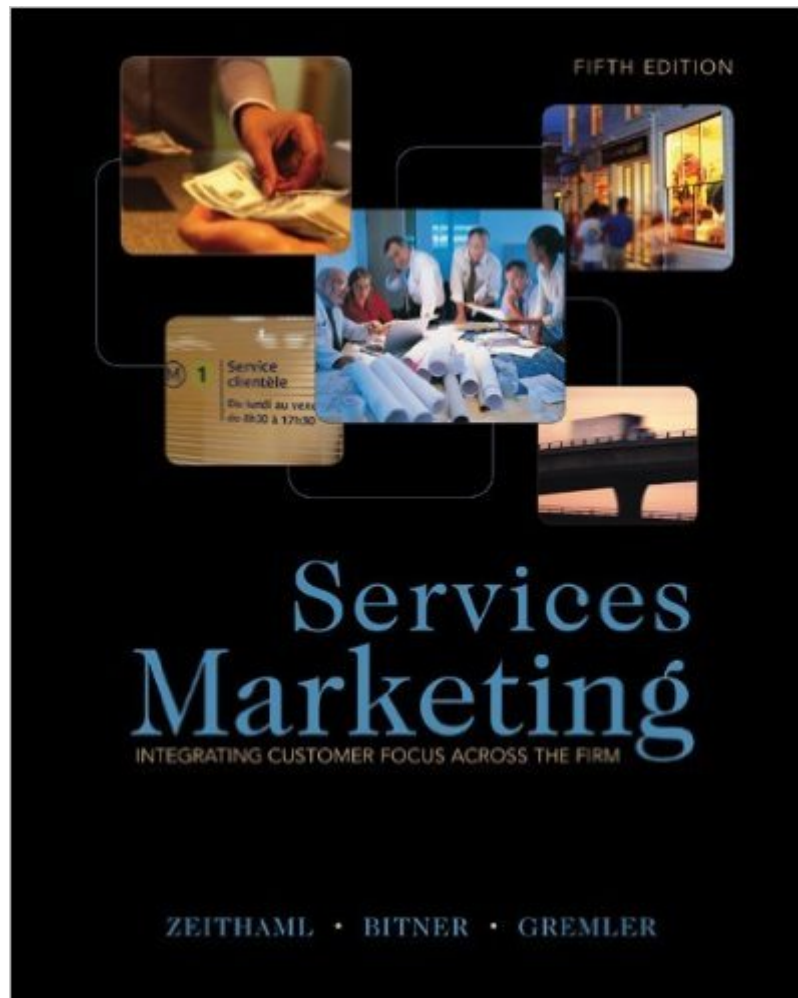


The book was found

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I'm surprised that this book is still utilized in MBA programs because its surprisingly out of date.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

boring needed only if you are in the position

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Auditing & Assurance Services, 5th Edition (Auditing and Assurance Services) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email

Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Services Marketing (5th Edition) Microsoft Win32 Developer's Reference Library - (Microsoft Developers Library Win 32 BASE SERVICES (Microsoft Win 32 - Base Services) Human Services in Contemporary America (Introduction to Human Services) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Auditing & Assurance Services with ACL Software Student CD-ROM with Connect (Auditing and Assurance Services) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa

[Dmca](#)