



Services Marketing: Integrating Customer Focus Across the Firm, 8th Edition

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Martin Mende

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Mcgraw Hill Services Marketing

Valarie A. Zeithaml, Mary Jo Bitner



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Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016-01-16 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 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 out lining 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 studies added from global and innovative companies including AirBnB IKEA Disneyland Scandinavia Airlines and Skyscanner **Services Marketing: Integrating Customer Focus Across the Firm**

Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, 2017-07-08 **EBK: Services Marketing: Integrating Customer Service Across the Firm 4e** Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2020-10-07 Successful businesses recognize that the development of strong customer relationships through quality service and services as well as implementing service strategies for competitive advantage are key to their success In its fourth 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 The new edition draws on the most recent research and using up to date and topical examples the book focuses on the development of customer relationships through service outlining the core concepts and theories in services marketing today New and updated material in this new edition includes New content related to human resource strategies including coverage of the role of robots and chatbots for delivering customer focused services New coverage on listening to customers through research big data netnography and monitoring user generated content Increased technology social media and digital coverage throughout the

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Print Book of Wilson Services Marketing WILSON,2020-10 Services Marketing Valarie A. Zeithaml,Mary Jo Bitner,Dwayne D. Gremler,Martin Mende,2023 This edition is for students and business people who recognize the vital role that services play in the economy and its future The advanced economies of the world are now dominated by services and virtually all companies view service as critical to retaining their customers today and in the future Manufacturing and product dominant companies that in the past have depended on their physical products for their livelihood now recognize that service provides one of their few sustainable competitive advantages Services Marketing: Text And Cases Verma,2007-09 **Services Marketing: People, Technology, Strategy (Eighth Edition)** Jochen Wirtz,Christopher Lovelock,2016-03-29 Services Marketing People Technology Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This textbook takes on a strong managerial approach

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