



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

**ISBN10: 1260260526 |**

**ISBN13: 9781260260526**

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Martin Mende

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# Mcgraw Hill Services Marketing

**Adrian Palmer**



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*Services Marketing* Valarie A. Zeithaml, Mary Jo Bitner, 1996 This title introduces a ground breaking approach to the services marketing course It replaces the 4Ps with the Gaps model of service quality The Gaps service quality model makes explicit the difference between the marketing of goods and the marketing of services as well as the differences between the way the principles of marketing course handles the marketing mix and the way the service marketing course does Written by extremely well respected people in services marketing this book is the first integrated services marketing text in the field It covers topics of critical importance for the 1990s such as service quality links between marketing and other disciplines e g production and operations management and human resources management and transforming a product firm into a service firm The text ends with six comprehensive cases *EBOOK: Services Marketing: Integrating Customer Focus Across the Firm* 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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