

Learn the **Issues, Practices, and Strategies** of **Services Marketing**

Services Marketing, 5e

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Services Marketing introduces readers to the vital role that services play in the economy and its future. Services dominate the advanced economies of the world and virtually all companies view service as critical to retaining their customers today and in the future. The Fifth Edition continues the strong conceptual approach by integrating new research into every chapter. The framework of the book is managerially focused, with every chapter presenting company examples and strategies for addressing issues in the chapter.

Key Features:

- **Increased focus on customer expectations and perceptions** and what they imply for marketers. This is the key to developing and delivering service offerings customers will value.
- **Two new and original cases written specifically for this textbook:** one on JetBlue's service disaster in 2007 and one on Caterpillar's decision to become an integrated solution provider.
- **Increased technology and Internet coverage,** including updated "Technology Spotlight" boxes in each chapter.
- **Focus on customer relationships and relationship marketing strategies** reinforces the role that relationship marketing plays in marketing a service
- **Emphasis on service quality measurement** reflects the importance good companies place on their ability to quantify and measure services quality as they strive to build customer loyalty and evaluate the effectiveness and efficiency of service offerings.

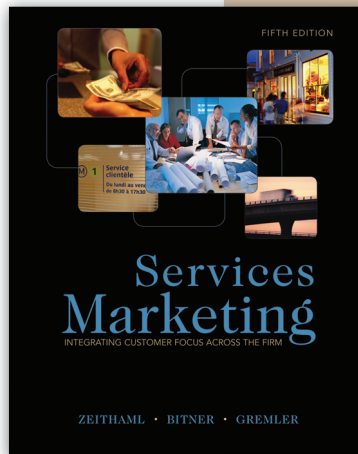


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