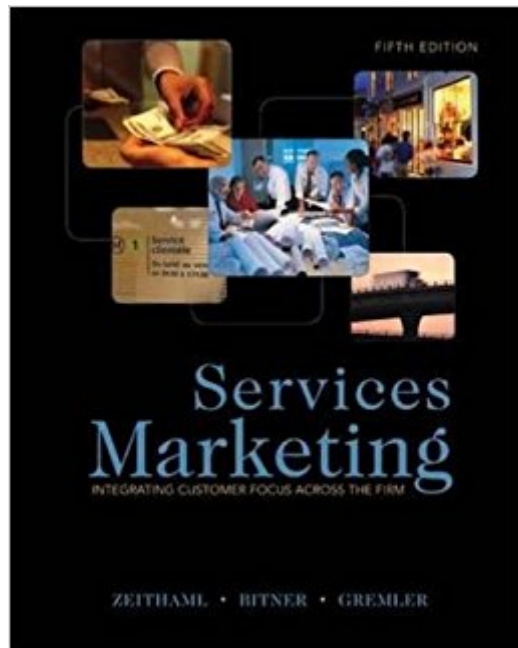




Ebook Directory
the best source of ebook

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: 4.2 out of 5 stars 19 customer reviews

Best Sellers Rank: #247,113 in Books (See Top 100 in Books) #190 in Books > Business & Money > Industries > Service #292 in Books > Business & Money > Marketing & Sales > Customer Service #437 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

Valarie Zeithaml is the Roy and Alice H. Richards Bicentennial Professor of Marketing and Associate Dean for the MBA Program at the Kenan-Flagler Business School of the University of North Carolina. Mary Bitner (Mesa, AZ) teaches at Arizona State University-Tempe.

This book is the most boring textbook I ever read.

Used it for school. Although i needed it for class.... I hated the class lol but it was a good book, we read it cover to cover!

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.

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.

the product is in the condition what they write down. thank you

great book, great price

boring needed only if you are in the position

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.

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

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 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) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Fire & Emergency Services Orientation & Terminology (5th Edition) (Principles of Emergency Services) Services Marketing: Integrating Customer Focus Across the Firm (Irwin Marketing) Services Marketing (5th Edition) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global

Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Auditing & Assurance Services (Auditing and Assurance Services)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)