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- Maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter. - Includes increased coverage of new business model examples such as Airbnb, Uber, OpenTable, Mint/Intuit, and others, alongside greater emphasis on technology, digital and social marketing, Big Data, and data analytics as a service.

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Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). Services Marketing: Integrating Customer Focus across the Firm (5th ed.). Singapore: McGraw-Hill and Irwin. ... are each significantly positively related to overall customer satisfaction which in turn affects behavioural intentions. For scholars, administrations and policy makers, the ...

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009 ...

The seventh edition maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter, emphasizing the knowledge needed to implement service strategies for competitive advantage across industries. New research references and examples in every chapter include increased coverage of new business model examples such as Airbnb, Uber, OpenTable, Mint/Intuit, and others, alongside greater emphasis on technology, digital and social marketing, Big ...

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Services Marketing: Integrating Customer Focus Across the ...

Zeithaml, V.A. and Bitner, M.J. (2003) Services Marketing Integrating Customer Focus across the Firm. 3rd Edition, Irwin McGraw-Hill, New York.

9780077169312: Services Marketing: Integrating Customer ...

Each part of the book includes multiple chapters with strategies for understanding and closing the critical gaps. Customer behavior, expectations, and perceptions are discussed early in the text to form the basis for understanding services marketing strategy and the managerial content, in the rest of the text, is framed by the GAPS model.

Services Marketing : Integrating Customer Focus Across the ...

Services Marketing: Integrating Customer Focus Across the Firm [Valarie A. Zeithaml, Mary Jo Bitner, Dwayne Gremler] on Amazon.com. *FREE* shipping on qualifying offers. Zeithaml's 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