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Summary services marketing: integrating customer focus

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Services Marketing: Integrating Customer Focus Across the Firm. Valarie Zeithaml and Mary Jo Bitner

and Dwayne Gremler Services Marketing: Integrating Customer Focus Across the Firm © 2018 | Published: March 13, 2017. https://www.mheducation.com/cover-images/Jpeg_400-high/0078112109.jpeg 7 March 13, 2017 9780078112102 Zeithaml's Services Marketing introduces readers to the vital role that services play in the economy and its future.

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Services Marketing: Integrating Customer Focus Across the Firm by Wilson, Alan; Zeithaml, Valarie; Bitner, Mary Jo; Gremler, Dwayne at AbeBooks.co.uk - ISBN 10: 0077131711 - ISBN 13: 9780077131715 - McGraw-Hill Education / Europe, Middle East & Africa - 2012 - Softcover
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quality service, outlining the core concepts and theories in services marketing today. *Integrating Customer Focus Across The Services Marketing Integrating Customer Focus Across the Firm, 7th Edition* by Valarie Zeitham Test Bank. Test Bank include these chapters. Chapter 1: Introduction to Services Chapter 2: Conceptual Framework of the Book: The Gaps Model of Service Quality Chapter 3: Customer Expectations of Service Chapter 4: Customer Perceptions of Service *Services Marketing: Integrating Customer Focus Across the Firm*

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