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customers. Delivering experiences successfully...

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Conversation with Mary Jo Bitner - Thoughts and Insights from Over 30 Years in Services ~~Lecture 1: An overview of services~~

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~~Customer Satisfaction~~

*What are the 5 dimensions of Quality*

*Parasuraman on*

*LibQUAL+® Service Quality Gap Analysis Model,*

*Parasuraman, Zeithaml, and Berry Flower of Service*

*Model (Video 03) ~~Lecture 36~~*

*~~Improving Service Quality~~*

*~~and Productivity-Part 1~~*

*Gap Model of Service Quality*

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