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(A) it increases opportunities for coercive influence strategies used by the service provider. (B) the service provider is not under the direct supervision of a manager. (C) the customer's participation voids any guarantees. (D) of the time lapse between participation and results. (E) of increased search attributes. Answer : (A) 23.

CHAPTER 2 THE SERVICES SECTOR SUPERSECTORS
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Part I: Marketing Defined and Marketing in
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