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the main

dimensions in a
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views them
holistically Internal
customer and
employee
responses can be
categorized into
cognitive,
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psychological
responses, which
lead to overt
behavioral
responses towards

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the environment
Key to effective
design is how well
each individual
dimension fits
together with ...

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of the modern

service economy

more deeply, and

covers B2B

services,

outsourcing and

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offshoring.

Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

Wirtz, Lovelock &
Chew, Essentials of
Services Marketing

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Value-based

Pricing: Enhancing

Perceptions of

Gross Value

Reduce uncertainty

Service guarantees

Benefit-

driven pricing

aspect(s) of service

that create value

Flat rate (quoting a

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fixed price in
advance)

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(Economics) |

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Technology,
Strategy (8th
edition) (World
Scientific, 2015),
co-authored with
Professor Lovelock,
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Distinguishes a

Brand from Its

Competitors. Slide

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Strategy. Must
establish position
for firm or product
in minds of
customers. Position
should be
distinctive,
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simple,

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