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Subjects like Service Marketing, Services Marketing, Marketing Management, Marketing 324, Marketing, Chapter 16, Customer perceptions & International Hotel Management will be dealt with.

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Services Marketing, 6/e, is written for students and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future.

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Services Marketing : Valarie Zeithaml : 9780078112058

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