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clearly signposted within
each chapter. Services
Marketing Highlight
which sets the scene for
each chapter with a
concise and engaging
example. Examples-
new examples
throughout (from

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Australia, Asia, the Pacific and New Zealand) illustrate key points. ...

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approach presented through a coherent and progressive pedagogical framework rooted in solid academic research.

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edition, 2016, co-
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Behavior in a Services
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Service Products vs.

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Customer Service &
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firm's market offerings
are divided into core
product elements and
supplementary service
elements Need to
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when service is the core
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maximum flexibility in teaching while guiding students into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

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Objectives By the end of
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Explain what we can
learn from flowcharting

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