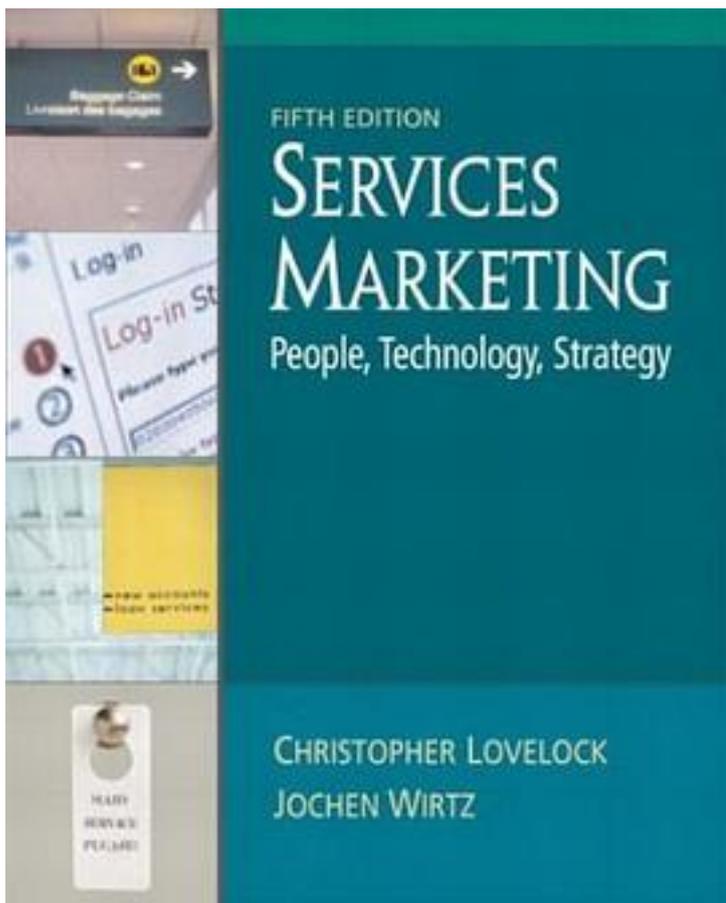


# Services Marketing (5th Edition)



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著者:Christopher Lovelock

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Fifth Edition reinforces practical management applications through numerous boxed examples, eight up-to-date readings from leading thinkers in the field, and 15 recent cases. For professionals with a career in marketing, service-oriented industries, corporate communication, advertising, and/or public relations.

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