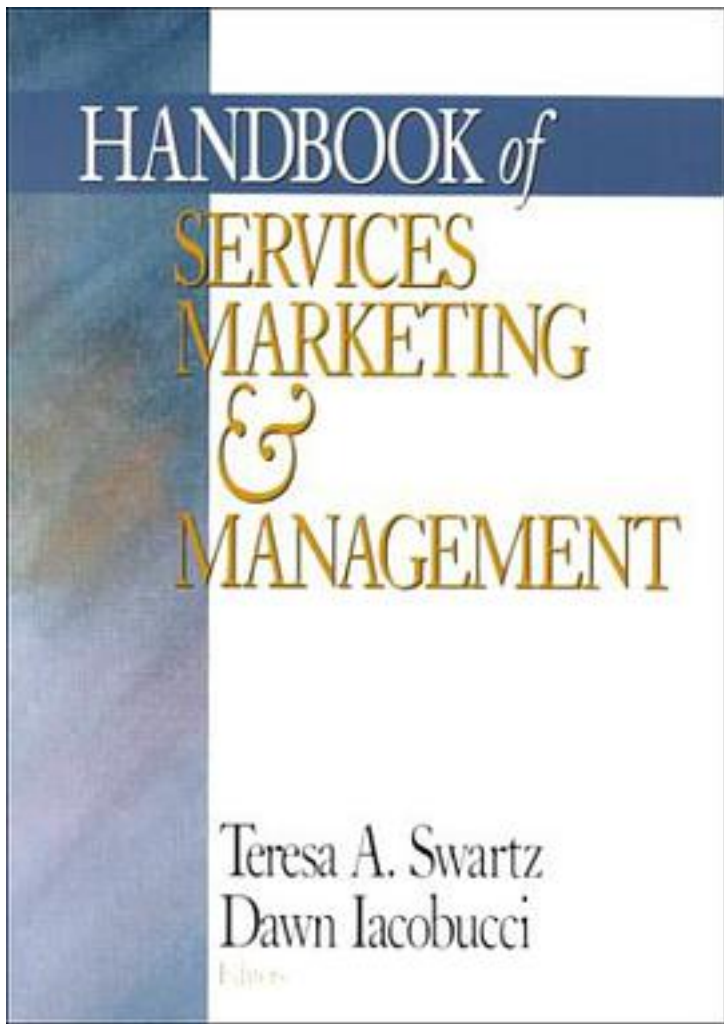


Handbook of Services Marketing and Management



[Handbook of Services Marketing and Management_ 下载链接1](#)

著者:Swartz, Teresa A. (EDT)/ Iacobucci, Dawn (EDT)

出版者:Sage Pubns

出版时间:1999-11

装帧:Pap

isbn:9780761916123

The Handbook is organized in six major sections: The service setting, demand

management, service excellence and profitability, service recovery, service relationships, and firm-wide service issues. A unique structural feature of the Handbook is the inclusion of both in-depth chapters as well as shorter, more focused 'mini' chapters. This variation enables the book to provide broader coverage through the inclusion of more topics.

作者介绍:

目录:

[Handbook of Services Marketing and Management_下载链接1](#)

标签

评论

[Handbook of Services Marketing and Management_下载链接1](#)

书评

[Handbook of Services Marketing and Management_下载链接1](#)