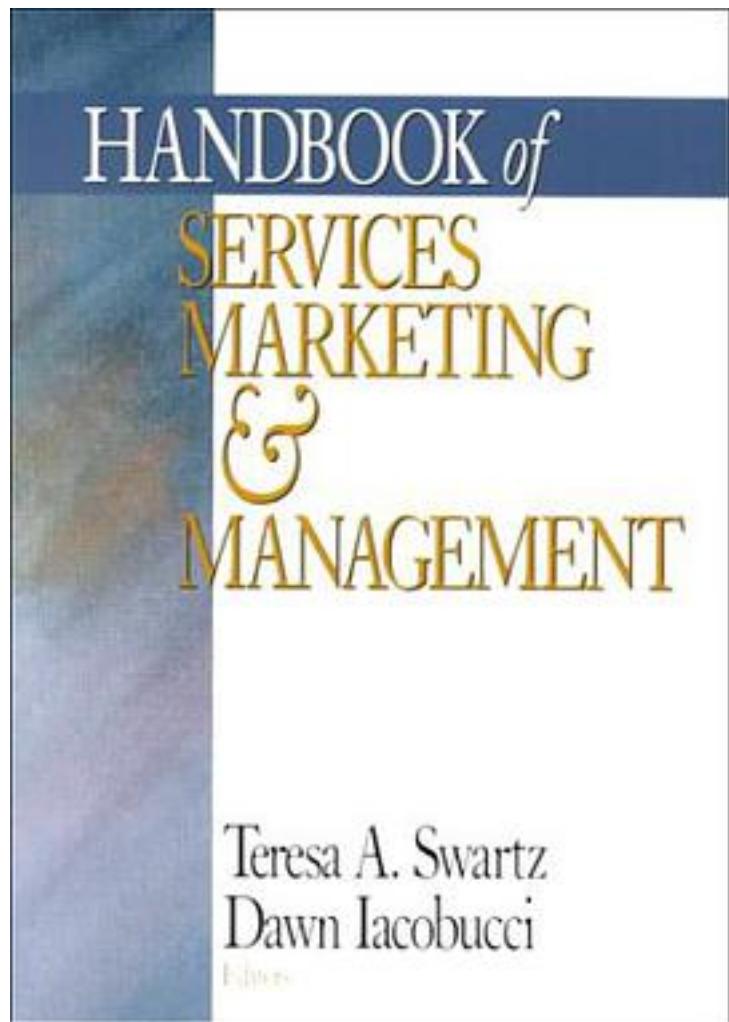


Handbook of Services Marketing and Management



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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.

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