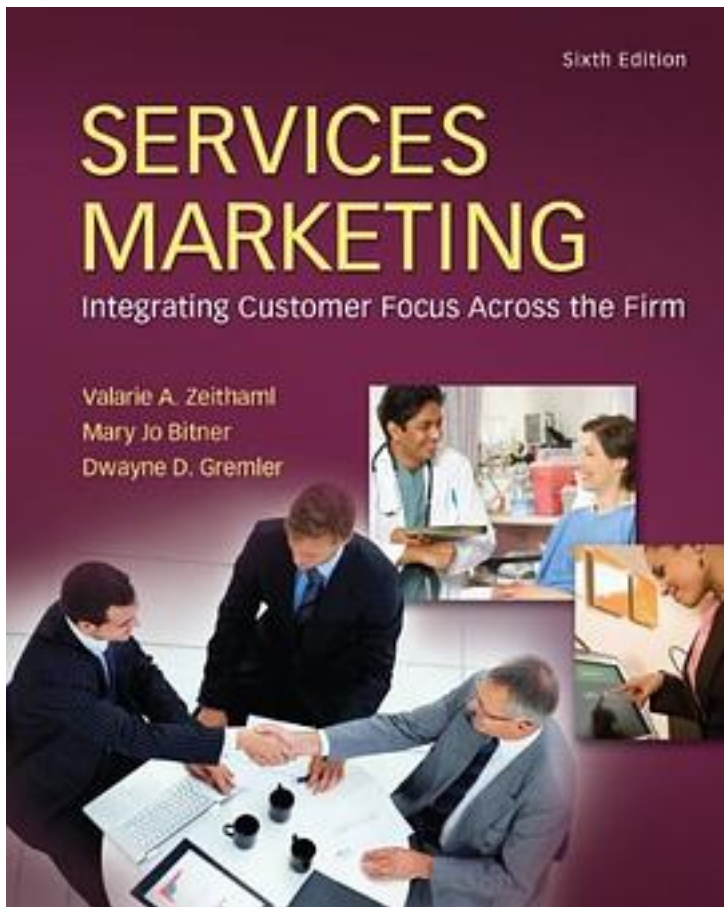


Services Marketing



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著者:Baron, Steve/ Harris, Kim/ Hilton, Toni

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This book offers a look at the issues, models and theories behind Services Marketing, supported by a range of international case studies across a raft of industries. The previous edition sold well. The book has strong pedagogical features and a broad range of case studies. A Companion Website will be updated to further complement

the book. This is a specialized subject area in which the authors are well known. Marketing is crucial in any industry: for service based organisations it's absolutely critical. This textbook looks at the issues, models and theories behind services marketing. It is supported by a range of substantial international case studies and offers an insight into the operation of many different service industries.

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