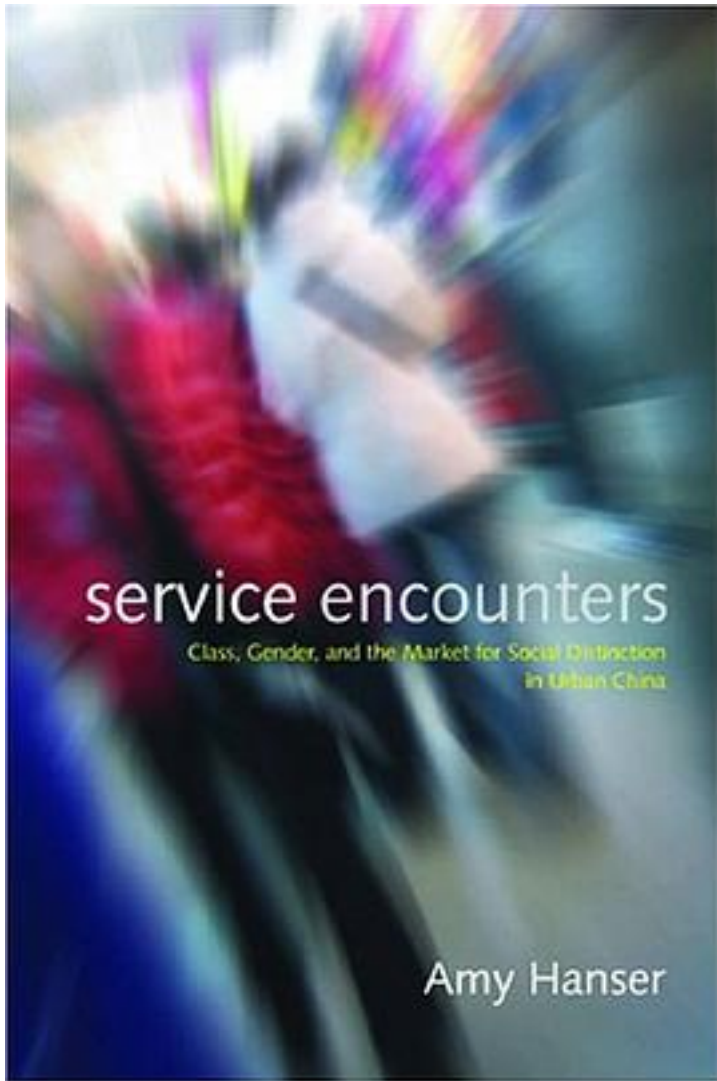


# Service Encounters



[Service Encounters\\_ 下载链接1](#)

著者: Amy Hanser

出版者: Stanford University Press

出版时间: 2008-2-6

装帧: Hardcover

isbn: 9780804758369

作者介绍:

Amy Hanser (PhD in Sociology, UC Berkeley) is Assistant Professor of Sociology at the University of British Columbia. She has published articles and a book, *Service Encounters* (Stanford 2008), on service work, consumption, and inequality in urban China. Her current research projects include study of consumer rights' discourse in China, of North American media portrayals of China-made products, and of street markets and street vendors in urban China.

目录:

[Service Encounters\\_下载链接1](#)

标签

评论

-----  
[Service Encounters\\_下载链接1](#)

书评

摘要：售货员之间存在鄙视链吗？《Service Encounters》回答了这一问题。它通过描写哈尔滨国营百货、外企私营百货和地下街这三种不同营销场域中销售员的服务风格差异，向我们展示出营销鄙视链是如何在售货员与顾客的互动服务中形成的，同时也从文化互动的角度提供给我们观看当...

-----  
In *Service Encounters*, Hanser provides a rich and nuanced ethnographic account of retail sectors in urban Northeast China. Through a close examination of the services and consumption that took place in three radically different Chinese retails stores, Hans...

-----

[Service Encounters\\_下载链接1](#)