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People, Technology, Strategy

SEVENTH EDITION



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Lovelock, Jochen Wirtz, 2015-02-27 For undergraduate courses in Service Marketing This title is a Pearson Global Edition The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States The fundamentals of services marketing presented in a strategic marketing framework Organized around a strategic marketing framework Services Marketing provides instructors with maximum flexibility in teaching while guiding students into the consumer and competitive environments in services marketing The marketing

framework has been restructured for this edition to reflect what is happening in services marketing today *Marketing Services* Christopher H. Lovelock, Pearson Custom Publishing, 1996-04-01 Consists of selections from the second and third editions of *Services marketing* by Christopher H Lovelock **Services Marketing** Christopher H. Lovelock, 2016-03-01 This comprehensive text provides a managerial overview of services by combining conceptual rigor with practical applications

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