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# SERVICES MARKETING 3

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# SERVICES MARKETING

*An Asia-Pacific Perspective*

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3

# Services Marketing Christopher Lovelock Chapter 1

**Sasser, Heskett**



## **Services Marketing Christopher Lovelock Chapter 1:**

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International Business Marios I. Katsioloudes,Spyros Hadjidakis,2007 International Business covers international business issues from a multinational perspective Each chapter features the reverse perspective case that provides material for discussion and or case analysis from a global perspective not necessarily that of the US *International Business* Marios Katsioloudes,Spyros Hadjidakis,2007-03-15 Traditionally international business IB texts survey the field from a USA perspective going on to compare the USA to the rest of the business world This text addresses IB from a purely multinational perspective International Business is examined from the USA angle going on to address IB issues from other countries perspectives what we call the Reverse Perspective The authors interview business executives and politicians from a number

of countries including the USA Canada Mexico Brazil Colombia Argentina India Hong Kong Taiwan China Japan South Korea Germany Italy and Russia These interviews are incorporated at appropriate points in the text providing first hand information and practical insight Cases include Air Arabia Gap Diebold Inc Matsushita AMSUPP NIKE China Eastern Airlines Luton Dunstable Hospital Harley Davidson Cassis de Dijon Green investments in Belize Chicago Food and Beverage Company Advanced Software Analytics

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**Services Marketing:** Rao,2011 The second edition of Services Marketing with an enhanced conceptual foundation meets this requirement of students managers and marketing professionals The enhanced pedagogy and coverage in this edition in conjunction with the lucid and pithy style of the author make this book perfect for students of business administration commerce and management

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