

SERVICES MARKETING

People, Technology, Strategy

SEVENTH EDITION



CHRISTOPHER LOVELOCK
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Services Marketing Christopher Lovelock 7th Edition

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Value Creation 4.0 - Marketing Products in the 21st Century Gábor Reketye, 2019-08-15 Value Creation 4.0 is a marketing guide to the age of the fourth industrial revolution Industry 4.0 This title draws attention to the situation which poses new challenges and risks for the whole of humanity The book takes an essentially practice oriented approach The book intends to highlight the importance of the topic define its conceptual framework and present its practical applications The book is therefore primarily recommended for practitioners The topics of the book together with the supporting exhibits and cases which also include international dimensions provide information for them that can help increase their competitiveness The book can also be very handy in higher education Whole courses can be built on it as the book comprises 4 parts and 14 chapters which can provide the basis for lectures Each part is illustrated with cases and some of the more than 30 exhibits could be used for the efficient processing of the material and for further reflection

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Plans for Services Malcolm McDonald, Pennie Frow, Adrian Payne, 2011-09-26 The marketer is taken step by step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered The authors highlight key misunderstandings about

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