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Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...
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Service Products vs. Customer Service & After-Sales Service A
firm ' s market offerings are divided into core product elements and
supplementary service elements Need to distinguish between:
Marketing of services – when service is the core product Marketing
through service – when good service increases the value of a core
physical good Manufacturing firms are reformulating and
enhancing ...

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Services Marketing 6/E. Chapter 12 - 44. Summary of Chapter 12:
Managing Customer Relationships and Building Loyalty (1)
Customer loyalty as an important driver of profitability for service
firms so firms need to Assess value of loyal customer Narrow gap
between actual and potential customer value.

Lovelock PPT Chapter 12 | Customer Relationship Management
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As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and...

(PDF) Services Marketing: People, Technology, Strategy ...

He is an author or co-author of over ten books, including Services Marketing – People, Technology, Strategy (World Scientific, 8th edition, 2015), co-authored with Professor Lovelock, which has become one of the world ' s leading services marketing text book that has been translated and adapted for over 26 countries and regions, and with sales of some 800,000 copies.

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