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transactions. It involves integrating a focus on the customer throughout the firm and across all functions.

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services present special challenges that must be identified and addressed in real circumstances. The heart of the book's content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries.

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Services marketing strategy focuses on delivering processes, experiences, and intangibles - rather than physical goods and discrete transactions - to customers. ... Mary Jo Bitner, and Dwayne ...

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behaviour, expectations and

perceptions are discussed early on in

the text to form the basis for understanding

services marketing strategy later on, and

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**Services marketing
by Zeithaml, Valarie
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together to create

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Journal Publications.

Gremler, Dwayne D.,

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(2020), "Understanding

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Benefits in Services: A

Meta-Analysis," Journal

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Customer behavior, expectations, and perceptions are discussed early in the text to form the basis for understanding services marketing strategy. The rest of the text is based on the gaps model.

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MBA and PhD degrees from Arizona State University. He is a passionate advocate for the research and instruction of services marketing issues. He has served as Chair of the American Marketing Association's Services Marketing Special Interest Group and has helped organize services ...

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