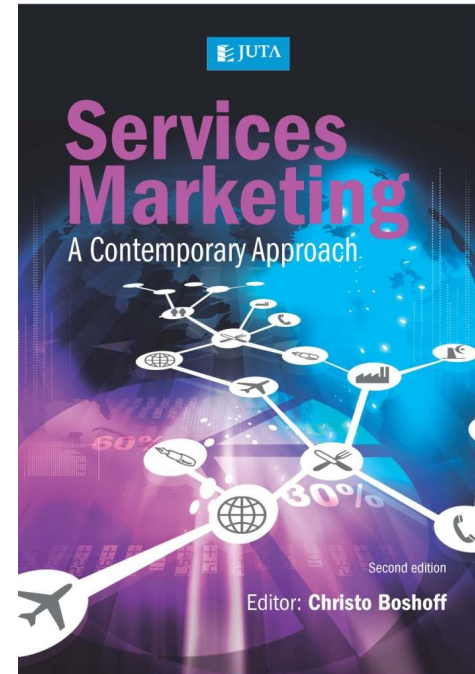


Services Marketing 2e (WebPDF)

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About this Publication:

As the primary focus of the global economy has moved from agriculture to manufacturing to services-dominated economies, the realisation that 'we are all in services' has finally dawned. Services marketing has developed, as a result, and is now a well-established sub-discipline of marketing, with its own theories and body of knowledge. This volume deals with the unique difficulties of marketing what is essentially an intangible entity and focuses on the most contemporary debates, research and managerial demands in this very challenging business domain. This second edition offers new case studies from contemporary business situations, where consumers are highly informed and discriminating. These real world examples illustrate how service providers should refine their marketing approach and practice in order to remain competitive in the global market.

Contents Include:

Chapter 1: Introduction to Services Marketing
Chapter 2: The Management of Service Quality
Chapter 3: Customer Decision Making
Chapter 4: Understanding Customers
Chapter 5: Service Development and Design
Chapter 6: The Pricing of Services
Chapter 7: The Service Delivery Process
Chapter 8: Managing Employees' Roles in Service Delivery
Chapter 9: Managing Customers' Roles in Service Delivery
Chapter 10: The Role of the Physical Environment in Service Delivery
Chapter 11: Integrated Service Marketing Communications
Chapter 12: Managing Demand and Capacity
Chapter 13: Building Customer Relationship and Loyalty

Of Interest and Benefit to:

This text is suitable for all undergrad courses in Service Marketing, business schools and managers in the service environment.