

Services Marketing

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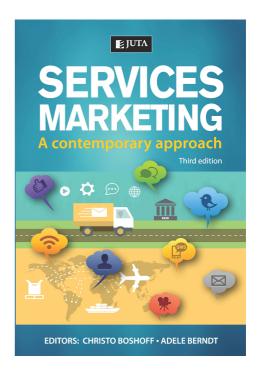
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About this Publication:

Services, whether online or offline, are important in modern economics in which the understanding is that 'we are all in services'.

Service Marketing, a subset of the field of marketing, has evolved and developed a range of theories and models all focused on providing superior services offerings to today's market and it's growing expectations of service delivery. New research provides additional contemporary insights into this dynamic and developing area. This text seeks to address the current research and its managerial implications, specifically by including new case studies and integrating new research results and new perspectives on the various aspects of services.

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

Chapter 11 Integrated Service Marketing Communications

Chapter 12 Managing Demand and Capacity

Chapter 13 Building Customer Relationships and Loyalty

Chapter 14 Service Recovery

Of Interest and Benefit to:

This book is targeted at both students and practitioners interested in developing insights into Services Marketing and related issues.