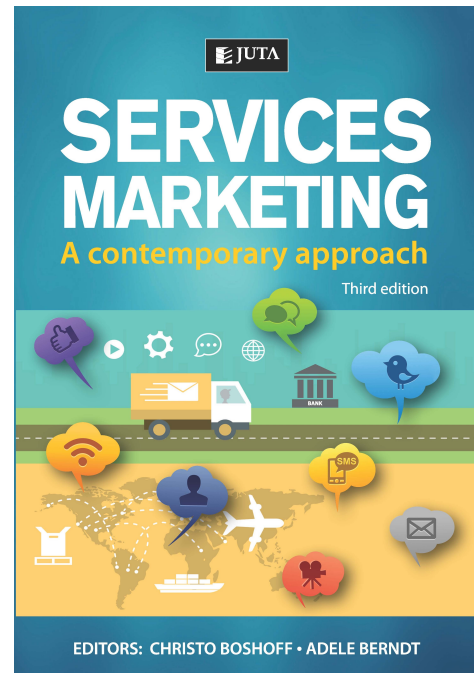


Services Marketing

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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.