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Zeithaml V, Bitner M, Gremler D, 2009,
Services Marketing: Integrating
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edition, McGraw-Hill Irwin, USA. Kaspe H,

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Helsdingen P, Gabbott M, 2006, Services Marketing Management: A Strategic Perspective, 2nd edition, John Wiley and Sons, Chichester UK. Other useful journals include: The Journal of Marketing

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Journal of Service Research Volume 11 Number 2 Customer ...

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This summary contains all the chapters
of the book "Marketing Services -
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students are considered Pre-Master Marketing Management indicated for Services Marketing. It is an English summary of 70 pages, containing references to the book (eg see table 2.1 on page 89).

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