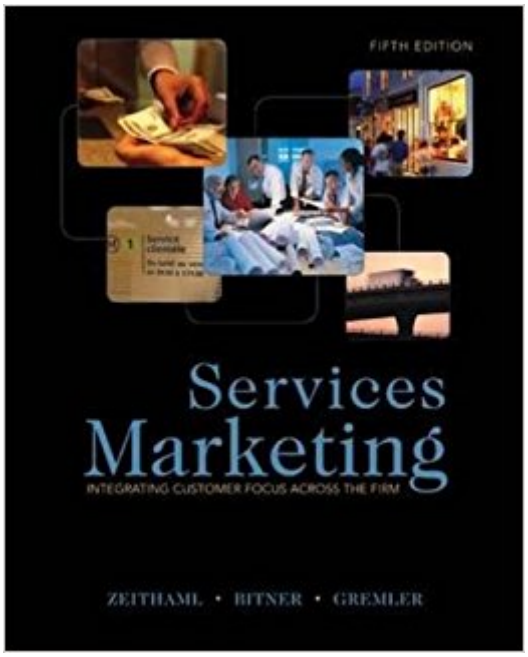
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Services Marketing (5th Edition)



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Synopsis

Services Marketing, 5/e, recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the bookÃ¢â ¬â„¢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. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

Book Information

Hardcover: 736 pages

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Average Customer Review: 4.2 out of 5 stars 19 customer reviews

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Customer Reviews

Valarie Zeithaml is the Roy and Alice H. Richards Bicentennial Professor of Marketing and Associate Dean for the MBA Program at the Kenan-Flagler Business School of the University of North Carolina.Mary Bitner (Mesa, AZ) teaches at Arizona State University-Tempe.

This book is the most boring textbook I ever read.

Used it for school. Although i needed it for class.... I hated the class lol but it was a good book, we read it cover to cover!

Great book! I am finished with my term and I plan on keeping the book for reference! Textbook utilizes a more approachable technique to engage students and truly made for an enjoyable experience.

This is a wonderful text to know the fundamentals of Services Marketing. Everywhere we see mess ups in service delivery. Awareness of the basic concepts presented herein will help avoid many a pitfall and also help pave the way for a win-win situation in services marketing.This book presents the GAPS model very lucidly and provides many case studies to clarify the concepts.A great investment to learn about this important component of the economy.

the product is in the condition what they write down. thank you

great book, great price

boring needed only if you are int he position

I ordered this used because it was significantly cheaper than the 5th edition but with relatively the same content. The seller said it could take up to 2 weeks to arrive, but it arrived in about 5 days. Everything was as advertised on the site. I would definitely order from the company again. The book itself is pretty basic stuff. No great revelations; pretty common sense stuff.

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