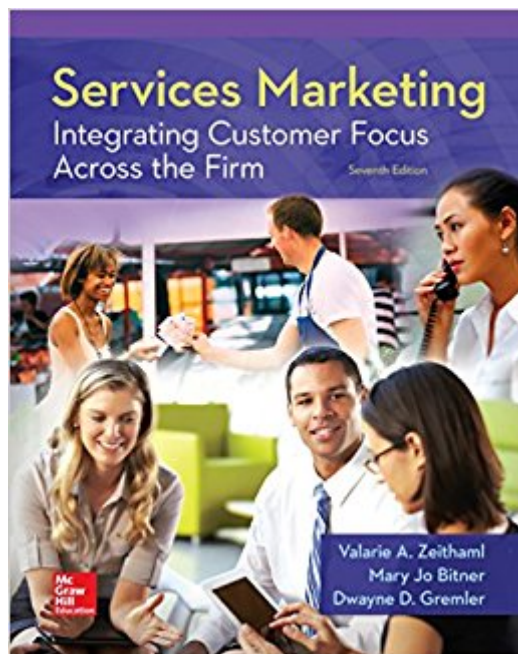




Ebook Directory
the best source of ebook

The book was found

Services Marketing: Integrating Customer Focus Across The Firm (Irwin Marketing)



Synopsis

Zeithaml's Services Marketing introduces readers to the vital role that services play in the economy and its future. Services dominate the advanced economies of the world, and virtually all companies view services as critical to retaining their customers. The seventh edition maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter, emphasizing the knowledge needed to implement service strategies for competitive advantage across industries. New research references and examples in every chapter include increased coverage of new business model examples such as Airbnb, Uber, OpenTable, Mint/Intuit, and others, alongside greater emphasis on technology, digital and social marketing, Big Data, and data analytics as a service. View Table of Contents and Features below for more information.

Book Information

Series: Irwin Marketing

Hardcover: 544 pages

Publisher: McGraw-Hill Education; 7 edition (March 13, 2017)

Language: English

ISBN-10: 0078112109

ISBN-13: 978-0078112102

Product Dimensions: 8.4 x 1 x 10.4 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #22,724 in Books (See Top 100 in Books) #24 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #86 in Books > Textbooks > Business & Finance > Marketing

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 JO BITNER serves as Academic Director for the Center for Services Leadership at Arizona State University. Dr. Bitner was a founding faculty member of the Center for Services Leadership created for the study of services marketing and management. Dr. Bitner has published more than 50 articles and has received a number of awards for her research in leading journals, including the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Retailing, International Journal of Service Industry Management,

and Academy of Management Executive. She has consulted with and presented seminars and workshops for numerous businesses. In 2003, Dr. Bitner was honored with the Career Contributions to the Services Discipline award by the American Marketing Association's Services Special Interest Group. DWAYNE D. GREMLER, Bowling Green State University, received his MBA and PhD degrees from Arizona State University. He is a passionate advocate for the research and instruction of services marketing issues. He has served as Chair of the American Marketing Association's Services Marketing Special Interest Group and has helped organize services marketing conferences in Australia, The Netherlands, France, and the United States. He has been the recipient of several research awards and while a professor at the University of Idaho, Dr. Gremler received the First Interstate Bank Student Excellence in Award for teaching, an award determined by students in the College of Business and Economics.

[Download to continue reading...](#)

Services Marketing: Integrating Customer Focus Across the Firm (Irwin Marketing) The New Colors of Law Firm Marketing: A Law Firm Marketing Coloring Book Law Firm Marketing: Successfully Promoting and Building Your Small Firm or Solo Practice Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm Customer Service: Career Success Through Customer Loyalty (6th Edition) How to contact customer service by phone and website -: (customer service phone, Screenshots included for website! BONUS AT THE END) Product Management [McGraw-Hill/Irwin Series in Marketing] by Lehmann,Donald, Winer,Russell [McGraw-Hill/Irwin,2004] [Hardcover] 4TH EDITION Bolivia in Focus: A Guide to the People, Politics, and Culture (In Focus Guides) (The in Focus Guides) Focus On Lighting Photos: Focus on the Fundamentals (Focus On Series) Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom The Practicum Companion for Social Work: Integrating Class and Field Work (4th Edition) (Merrill Social Work and Human Services) Social Media Marketing: 3 Books in 1: Social

Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Music in Every Classroom: A Resource Guide for Integrating Music Across the Curriculum, Grades K8

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)