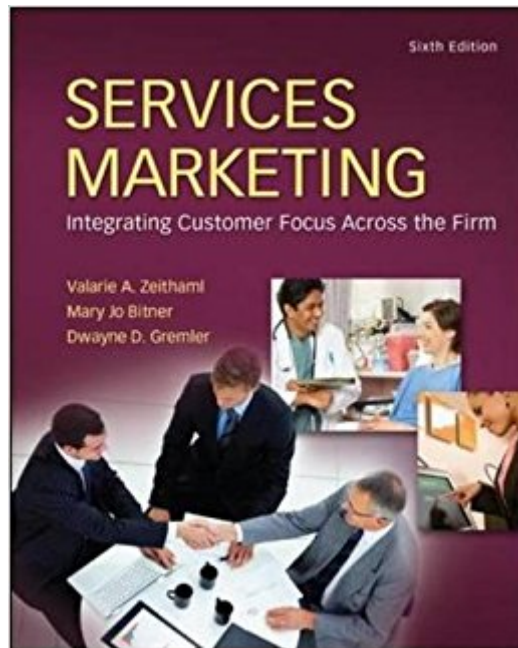


The book was found

Services Marketing (6th Edition)



Synopsis

Services Marketing, 6/e, is written for students and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. This edition focuses on knowledge needed to implement service strategies for competitive advantage across industries. In addition to standard marketing topics (such as pricing), this text introduces students to entirely new topics that include management and measurement of service quality, service recovery, the linking of customer measurement to performance measurement, service blueprinting, customer cocreation, and cross-functional treatment of issues through integration of marketing with disciplines such as operations and human resources. Each of these topics represents pivotal content for tomorrow's businesses as they attempt to build strong relationships with their customers.

Book Information

Series: Irwin Marketing

Hardcover: 672 pages

Publisher: McGraw-Hill Education; 6 edition (March 12, 2012)

Language: English

ISBN-10: 0078112052

ISBN-13: 978-0078112058

Product Dimensions: 8.5 x 1.2 x 10.2 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 34 customer reviews

Best Sellers Rank: #7,951 in Books (See Top 100 in Books) #33 in [Books > Textbooks > Business & Finance > Marketing](#) #46 in [Books > Literature & Fiction > Poetry > Regional & Cultural > United States](#) #95 in [Books > Business & Money > Marketing & Sales > Marketing](#)

Customer Reviews

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. 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. 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.

Returned it. Book looked like it was used by 6,000 students before I received it, and it smelled bad. Very expensive for a rental, especially one that looked like the copy I received.

Easy to get and easy to return!

Good information and a helpful read. Rented the book for a class and it shipped quickly. Some of it is pretty dense information but definitely useful for services marketing.

Old fashioned.

good book

no highlighting or marks in the book when i rented it. fair price to rent a book at. confusion as how/when to return the books to but i figured it out by searching the help section. should be easier to find but that doesnt affect the book. order it if you need it.

Great item, just as decscribed

Missing.

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

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) 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 Services Marketing (6th Edition) Services Marketing: Integrating Customer Focus Across the Firm (Irwin Marketing) Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Fire & Emergency Services Orientation & Terminology (5th Edition) (Principles of Emergency Services)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)