

Services Marketing Management: A Strategic Perspective

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SERVICES MARKETING MANAGEMENT: A STRATEGIC PERSPECTIVE



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Wiley. Paperback. Book Condition: New. Paperback. 576 pages. Dimensions: 10.1in. x 7.7in. x 1.2in.In order to deliver excellent service quality, it is critical to understand, create and deliver real value to all stakeholders. The second edition of Services Marketing Management has been thoroughly revised and restructured to provide the students with an overview of services marketing from this clear strategic orientation. It includes: A linking of five core guiding principles: market orientation, assets and capabilities, characteristics of services, internationalization and the value conceptNew coverage of electronic servicesMany Service Practice boxes, featuring examples from all of the worldEnd of chapter review questions and practical assignmentsFull length cases at the end of the book with accompanying exercisesThis is a welcome second edition, firmly establishing it as a leading international text on strategic services marketing. Though completely revised, it retains the unique focus of the original on care for the individual and the understanding, creation and delivery of value to customers, with the authors bringing their topic vividly to life through numerous international examples. Clearly written and logically structured, it will be an invaluable resource for services marketing and management courses at all levels. Professor Graham Hooley, Aston Business SchoolAn up-to-date, comprehensive and truly global treatment of services marketing management with new insights for every reader. Leonard L. Berry, Distinguished Professor of Marketing, Mays Business School and author of Discovering the Soul of ServiceThis book is a very valuable addition to the services marketing literature. Its logical structure and clarity of expression will make it extremely appealing to students and lecturers. Steve Oakes, University of LiverpoolThis is a must for students, teachers and practitioners in services marketing. Kjell Grnhaug, Norwegian School of Economics and Business AdministrationThis is an academically rigorous tex

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