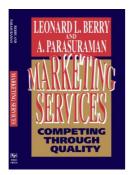
Get eBook

MARKETING SERVICES: COMPETING THROUGH QUALITY (PAPERBACK)



SIMON SCHUSTER, United States, 2004. Paperback Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Excellent service is the foundation for services marketing, contend Leonard Berry and A. Parasuraman in this companion volume to Delivering Quality Service. Building on eight years of research, the authors develop a model for understanding the relationship between quality and marketing in services and offer dozens of practical insights into ways to improve services marketing. They argue that superior service cannot be...

Download PDF Marketing Services: Competing Through Quality (Paperback)

- Authored by Leonard L. Berry
- Released at 2004



Filesize: 3.28 MB

Reviews

It in a single of my personal favorite ebook. It really is filled with wisdom and knowledge I discovered this book from my dad and i recommended this book to discover.

-- Kyla Goodwin

A must buy book if you need to adding benefit. it was actually written quite perfectly and beneficial. You wont really feel monotony at anytime of your time (that's what catalogs are for regarding in the event you question me).

-- Kian Jacob

If you need to adding benefit, a must buy book. I am quite late in start reading this one, but better then never. I am happy to inform you that this is the best book i have read through during my own lifestyle and can be he best publication for at any time.

-- Mrs. Phoebe Schimmel