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the three-stage model of consumer behavior related to services (Chapter 2), the flower of service (Chapter 4), the service talent cycle (Chapter 11), the wheel of loyalty (Chapter 12), and the service-profit chain (Chapter 15). • In rewriting and restructuring the chapters, we have worked hard to create a text that is clear, readable, and ...

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Chapter 6. Setting Prices and Implementing Revenue Management Learning Objectives By the end of this chapter, the reader should be able to: LO 1 Recognize that effective pricing is central ... - Selection from Essentials of Services Marketing, Second Edition [Book]

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Chapter 2: Consumer Behavior in a Services Context. Chapter 3: Positioning Services in Competitive Markets . PART II — APPLYING THE 4Ps OF MARKETING TO SERVICES. Chapter 4: Developing Service Products: Core and Supplementary Elements. Chapter 5: Distributing Services through Physical and Electronic Channels. Chapter 6: Setting Prices and ...

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He is an author or co-author of over ten books, including Services Marketing – People, Technology, Strategy (World Scientific, 8th edition, 2015), co-authored with Professor Lovelock, which has become one of the world's leading services marketing text book that has been translated and adapted for over 26 countries and regions, and with sales of some 800,000 copies.

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