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Chapter 10: Crafting the Service Environment

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Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...

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Chapter 1, “ Introduction to Services Marketing ” , now explores the nature of the modern service economy more deeply, and covers B2B services, outsourcing and offshoring. Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

Wirtz, Lovelock & Chew, Essentials of Services Marketing ...

Services Marketing 6/E. Chapter 5 - 10 Value-based Pricing: Enhancing Perceptions of Gross Value Reduce uncertainty Service guarantees Benefit-driven pricing aspect(s) of service that create value Flat rate (quoting a fixed price in advance)

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He is an author or co-author of more than 10 books, including Services Marketing: People, Technology, Strategy (8th edition) (World Scientific, 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 more than 26 countries and regions, and with ...

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