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1-Introduction to

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meaning Principles of

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in the Marketplace

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strategies in

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Pricing in Marketing

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QUESTIONS \u0026

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Quality Gap Analysis
Model, Parasuraman,
Zeithaml, and Berry

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Christopher Lovelock

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Employees Are
Crucially Important. u
Frontline Work Is
Difficult and Stressful.
u Cycles of Failure,
Mediocrity, and
Success ...

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— IMPLEMENTING
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Chapter 13:
Complaint Handling
and Service Recovery
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Improving Service

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Service Leadership

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

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and Jochen Wirtz
Kunz - Services
Marketing 23 Cycle of
Failure (1) (Fig 11.4)

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Source: Schlesinger
and Heskett

Chapter 11+13:

Managing People &
Service Recovery

Chapter 4 describes a
service delivery
process and tools
used to design ... 1

Ch. Lovelock, J.

Wirtz, Services

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... In the case of

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these elements are ...

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Creating and
marketing value in
today's increasingly
service and
knowledge-intensive
economy requires an
understanding of the
powerful design and

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packaging of
'intangible' benefits
and products, high-
quality service
operations and
customer

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8th ...

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Advantage. Slide

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Wirtz Services

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Frontline Service

Personnel: Source of
Customer Loyalty and
Competitive

Advantage Frontline
is an important source
of differentiation and
competitive
advantage.

Love Lock 11 |

Employment |

Turnover

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(Employment)

As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and...

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Marketing: People,
Technology, Strategy

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Service Products vs.
Customer Service &
After-Sales Service A
firm's market
offerings are divided
into core product
elements and
supplementary
service elements
Need to distinguish
between: Marketing of

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Marketing – when
service is the core
product Marketing
through service –
when good service
increases the value of
a core physical good
Manufacturing firms
are reformulating and
enhancing ...

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Chapter 8, “Designing Service Processes”, has a new section on emotionprints and covers service blueprinting in more depth. Chapter 11, “Managing People for Service Advantage”, has new sections on a service-oriented culture and how to build a climate for service, a section on

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effective leadership in service organizations and leadership styles. Part of this content was previously covered in Chapter 15.

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

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3 Planning and

Creating ! Service

Products!

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Developing Service
Products: Core and ...
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Lovelock (Author of
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