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Chapter 07 Valarie Zeithaml: A Career Built on Service Quality, Services Management, and Customer Equity Five Dimensions of Service Quality The Seven Ps of the Marketing Mix: Marketing Strategies Service Delivery Model Characteristics of services What is Service Design? Understanding Customer Services: Customer Expectations ~~Service Quality Gap Analysis Model, Parasuraman, Zeithaml, and Berry~~ Chp2T3 Service Encounter stage 5 Stages In The New Product Adoption Process: Consumer Behavior Lecture 1: An overview of services marketing ~~Week 1 Chapter 1 Introduction to Services Marketing The Service System APIs and new technology Reimagining the customer journey Ch 4/5 Valarie Speech RC2 05 15 19~~

Lecture 9: Managing productive capacity and customer demand

Lecture 25 - Crafting Service Environment - Part 1 Foundation of Services Marketing new

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