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Hardcover - 13 March 2017. by Valarie  
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Zeithaml V, Bitner M, Gremler D, 2009,  
Services Marketing: Integrating  
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edition, McGraw-Hill Irwin, USA. Kaspe H,  
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Marketing Management: A Strategic  
Perspective, 2nd edition, John Wiley and

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Sons, Chichester UK. Other useful  
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intangibles to customers rather than physical goods and transactions. It involves integrating a focus on the customer throughout the firm and across all functions.

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Zeithaml (Author), Mary Jo Bitner  
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This summary contains all the chapters of the book "Marketing Services - Integrating Customer Focus Across The Firm" (. Alan Wilson et al) which students are considered Pre-Master Marketing Management indicated for Services Marketing. It is an English

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