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Chapter 6 considers the nature of service distribution and its marketing implications. Major distribution decisions are discussed with regards to place, time, and channels. The character-

Chapter 6: Educating Customers and Promoting the Value ...

Summary of the book Services Marketing; written by C. Lovelock; J. Wirtz. The summary is of chapter 1 to 14 of the 8th edition of the book. The summary is well-structured and contains visual representations of theory.

Services Marketing
People Technology Strategy
Jochen Wirtz
Christopher

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An introduction and overview of Services Marketing to accompany our discussion of Week 1, Chapter 1, readings.

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PART II — APPLYING THE 4Ps OF MARKETING TO SERVICES.
Chapter 4: Developing Service Products: Core and Supplementary Elements. ... PPT (Online Only) for Services Marketing , Global Edition. PPT (Online Only) for Services Marketing , ... for Services Marketing, Global Edition Lovelock ©2011. Format On-line Supplement

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