

Sixth Edition

SERVICES MARKETING

Integrating Customer Focus Across the Firm

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Services Marketing: Integrating Customer Focus Across the Firm Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, 2017-03-13 Zeithaml's *Services Marketing* introduces readers to the vital role that services play in the economy and its future. Services dominate the advanced economies of the world and virtually all companies view services as critical to retaining their customers. The seventh edition maintains a managerial focus by incorporating company examples and strategies for addressing issues in every chapter, emphasizing the knowledge needed to implement service strategies for competitive advantage across industries. New research references and examples in every chapter include increased coverage of new business model examples such as Airbnb, Uber, OpenTable, Mint, Intuit, and others, alongside greater emphasis on technology, digital and social marketing, Big Data, and data analytics as a service. The longer cases have been removed from the 7e. View Table of Contents and Features below for more information. *EBOOK: Services Marketing: Integrating Customer Focus Across the Firm* Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2016-01-16 European economies are now dominated by services and virtually all companies view service as critical to retaining their customers today and in the future. In its third European edition, *Services Marketing: Integrating Customer Focus across the Firm* provides full coverage of the foundations of services marketing, placing the distinctive gaps model at the center of this approach. Drawing on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through quality service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition includes new content on the role of digital marketing and social media, has been added throughout to reflect the latest developments in this dynamic field. Increased coverage of service-dominant logic regarding the creation of value and the understanding of customer relationships. New examples and case studies added from global and innovative companies including AirBnB, IKEA, Disneyland, Scandinavia Airlines, and Skyscanner. **Services Marketing** Valarie A. Zeithaml, Mary Jo Bitner, 1996 This title introduces a ground-breaking approach to the services marketing course. It replaces the 4Ps with the Gaps model of service quality. The Gaps service quality model makes explicit the difference between the marketing of goods and the marketing of services, as well as the differences between the way the principles of marketing course handles the marketing mix and the way the service marketing course does. Written by extremely well-respected people in services marketing, this book is the first integrated services marketing text in the field. It covers topics of critical importance for the 1990s such as service quality links between marketing and other disciplines, e.g. production and operations management and human resources management, and transforming a product firm into a service firm. The text ends with six comprehensive cases. *Services Marketing* Dwayne D. Gremler, Mary Jo Bitner, Valarie A. Zeithaml, 2012-03-12 *Services Marketing* 6e is written for students and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now

dominated by services and virtually all companies view service as critical to retaining their customers today and in the future This edition focuses on knowledge needed to implement service strategies for competitive advantage across industries In addition to standard marketing topics such as pricing this text introduces students to entirely new topics that include management and measurement of service quality service recovery the linking of customer measurement to performance measurement service blueprinting customer cocreation and cross functional treatment of issues through integration of marketing with disciplines such as operations and human resources Each of these topics represents pivotal content for tomorrow s businesses as they attempt to build strong relationships with their customers **EBK: Services Marketing:**

Integrating Customer Service Across the Firm 4e Alan Wilson,Valarie Zeithaml,Mary Jo Bitner,Dwayne Gremler,2020-10-07 Successful businesses recognize that the development of strong customer relationships through quality service and services as well as implementing service strategies for competitive advantage are key to their success In its fourth European edition Services Marketing Integrating Customer Focus across the Firm provides full coverage of the foundations of services marketing placing the distinctive Gaps model at the center of this approach The new edition draws on the most recent research and using up to date and topical examples the book focuses on the development of customer relationships through service outlining the core concepts and theories in services marketing today New and updated material in this new edition includes New content related to human resource strategies including coverage of the role of robots and chatbots for delivering customer focused services New coverage on listening to customers through research big data netnography and monitoring user generated content Increased technology social media and digital coverage throughout the text including the delivery of services using mobile and digital platforms as well as through the Internet of Things Brand new examples and case studies added from global and innovative companies including Turkish Airlines Volvo EasyJet and McDonalds Available with McGraw Hill s Connect the well established online learning platform which features our award winning adaptive reading experience as well as resources to help faculty and institutions improve student outcomes and course delivery efficiency **Services Marketing** Alan M. Wilson,Valarie A. Zeithaml,Mary Jo Bitner,2012 This book focuses on the development of customer relationships through quality service It puts the customer s experience of services at the centre of its approach

Services Marketing Valarie A. Zeithaml,Mary Jo Bitner,2000 Virtually all companies view service as critical to retaining their customers today and in the future Even manufacturers that formerly depended on their physical products now recognize that service provides one of their few sustainable competitive advantages This book includes coverage of global services marketing and the impact of the world wide web **Marketing van diensten (met**

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