

Title of the book

Services Marketing

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About the Book

In the realm of Services Marketing, This Book with the title 'Services Marketing' serves as a comprehensive guide, navigating the intricacies of an evolving field. With a focus on practical insights and theoretical foundations, it delves into the unique challenges posed by intangibility, inseparability, variability, and perishability—characteristics inherent to services. Each chapter, meticulously crafted, explores critical aspects such as customer relationship management, service design, pricing strategies, and global ethical considerations. Drawing from real-world examples and case studies, this book aims to equip readers with the knowledge and tools necessary to navigate the dynamic landscape of services marketing, fostering a deeper understanding of the strategies that drive success in this increasingly vital sector.

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