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Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...

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Service Products vs. Customer Service & After-Sales Service A firm ' s market offerings are divided into core product elements and supplementary service elements Need to distinguish between: Marketing of services – when service is the core product Marketing through service – when good service increases the value of a core physical good Manufacturing firms are reformulating and enhancing ...

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He is an author or co-author of over ten books, including Services Marketing – People, Technology, Strategy (World Scientific, 8th edition, 2015), co-authored with Professor Lovelock, which has become one of the world ' s leading services marketing text book that has been translated and adapted for over 26 countries and regions, and with sales of some 800,000 copies.