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Chapter 03Chapter 1 Part 1

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Chapter 11 Services Marketing

Prof. A. Parasuraman: Achieving Marketing Excellence through Superior Service TechnologyWeek 4 Chapter 4 Introduction to Services Marketing

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Services marketing strategy focuses on delivering processes, experiences, and intangibles to customers rather than physical goods and transactions. It involves integrating a focus on the customer throughout the firm and across all functions. All company functions – marketing, selling, human resources, operations, and R&D – must work together to create effective services marketing strategy.

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