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Chapter 14: Improving Service Quality and Productivity.

Chapter 15: Striving for Service Leadership

[Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...](#)

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- Services Marketing 23 Cycle of Failure (1) (Fig 11.4)

Source: Schlesinger and Heskett

[Chapter 11+13: Managing People & Service Recovery](#)

Chapter 4 describes a service delivery process and tools

used to design ... 1 Ch. Lovelock, J. Wirtz, Services

Marketing. People, T ... In the case of services marketing

these elements are ...

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### (PDF) Services Marketing - ResearchGate

Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of "intangible" benefits and products, high-quality service operations and customer

### (PDF) Services Marketing: People Technology Strategy, 8th

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### Love Lock 11 | Employment | Turnover (Employment)

As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and...

### (PDF) Services Marketing: People, Technology, Strategy ...

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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Chapter 8, Designing Service Processes, has a new section on emotionprints and covers service blueprinting in more depth. Chapter 11, "Managing People for Service Advantage", has new sections on a service-oriented culture and how to build a climate for service, a section on effective leadership in service organizations and leadership styles. Part of this content was previously covered in Chapter 15.

## Wirtz, Lovelock & Chew, Essentials of Services Marketing ...

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