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Week 1 Chapter

1-Introduction to

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An introduction and overview of **Services Marketing** to accompany our discussion of Week 1, Chapter 1, readings.

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***Triangle explained
with examples*** This

service triangle
explains the
relationship between
the company, the
customer and the
systems and processes

***Service marketing
mix explained with
Example Service
marketing*** mix or the
7 P's of marketing is
explained in this video
with example of Etihad
airways.

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three different types of **services** namely, business **services**, ...

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Introduction An intro to the 7 P's of **Service Marketing**- just for nail professionals!

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from Alanis Business Academy? Doing so with a delicious cup of freshly brewed premium ...

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Las 7Ps del marketing de servicios- Jorge Martinez Lobaton- Universidad de Lima

Comúnmente escuchamos hablar de las 4Ps del **marketing**, esos 4 pilares que soportan este trascendental proceso

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Triangle Explained

with Examples The

Services Marketing

Triangle shows us the

key actors involved in

services marketing

and the types of

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Lecture 1: An

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overview of services

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for MKT561 **Services**

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Introduction to

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Future of Services

Marketing What's new, what has **service** research contributed to industry, and what will be next? In this video, I share my personal journey in ...

Jochen Wirtz wins

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2019 A big congratulations from SERVSIG to **Jochen** Wirtz for being the 2019 **Lovelock** Award Recipient. So well

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deserved!!! Listen ...

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Updates by Jochen

Wirtz - The

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