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Lecture 1: An overview of services marketing 1st lecture for MKT561 **Services Marketing** at CSU.

Hanken Professor Christian Grönroos - Principles of Service Management 1 - What is service? Christian Grönroos, Professor of Service and Relationship **Marketing** at Hanken School of Economics, holds a series of lectures ...

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

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The Seven Ps of the Marketing Mix: Marketing Strategies
<http://www.lifecycle-performance-pros.com> Business Performance Expert and Performance Management Consultant Victor ...

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Service Quality Gap Analysis Model, Parasuraman, Zeithaml, and Berry A short video to talk you through the Parasuraman et al Gap Analysis Model for service quality. Parasuraman, A., **Zeithaml**, V.A., ...

Service marketing Subject: Commerce Paper: **Marketing** management.

Chp4T1 Flower of service

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Service characteristics - Intangibility, Perishability, Heterogeneity, Ownership

Ethics in Services Marketing - Service Marketing ethics

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