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About This Product Hoffman and Bateson's SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES, 5th Edition explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products.

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Services Marketing: Concepts, Strategies, & Cases, 5th Edition K. Douglas Hoffman, John E.G. Bateson

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(A) it increases opportunities for coercive influence strategies used by the service provider. (B) the service provider is not under the direct supervision of a manager. (C) the customer's participation voids any guarantees. (D) of the time lapse between participation and results. (E) of increased search attributes. Answer : (A) 23.

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CHAPTER 2 THE SERVICES SECTOR SUPERSECTORS AND ETHICAL ...

Part I: Marketing Defined and Marketing in Context: 1. The marketing concept 2. Marketing strategy and understanding competitors 3. The marketing environment 4. Marketing in international markets and globalization Part II: Understanding and Targeting Customers: 5. Consumer buying behaviour 6. Business markets and business buying behaviour 7.

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