# Services Marketing Management: A Strategic Perspective

By Hans Kasper

Wiley. Paperback. Book Condition: New. Paperback. 576 pages. Dimensions: 10.1in. x 7.7in. x 1.2in.In order to deliver excellent service quality, it is critical to understand, create and deliver real value to all stakeholders. The second edition of Services Marketing Management has been thoroughly revised and restructured to provide the students with an overview of services marketing from this clear strategic orientation. It includes: A linking of five core guiding principles: market orientation, assets and capabilities, characteristics of services, internationalization and the value conceptNew coverage of electronic servicesMany Service Practice boxes, featuring examples from all of the worldEnd of chapter review questions and practical assignmentsFull length cases at the end of the book with accompanying exercisesThis is a welcome second edition, firmly establishing it as a leading international text on strategic services marketing. Though completely revised, it retains the unique focus of the original on care for the individual and the understanding, creation and delivery of value to customers, with the authors bringing their topic vividly to life through numerous international examples. Clearly written and logically structured, it will be an invaluable resource for services marketing and management courses at all levels. Professor Graham Hooley, Aston Business SchoolAn up-to-date, comprehensive and...

## READ ONLINE
[ 3.41 MB ]

## Reviews

These kinds of publication is the ideal pdf offered. It generally is not going to expense too much. I am just delighted to let you know that this is actually the very best book i have go through inside my very own life and might be he finest ebook for ever.
-- Mabelle Schoen

Great e book and beneficial one. It is amongst the most awesome pdf i actually have read through. You wont feel monotony at at any time of your own time (that's what catalogs are for relating to if you request me).
-- Dorothy Daugherty