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Significantly revised, restructured, and updated to reflect the challenges facing service managers in the 21st century, this book combines conceptual rigor with real world examples and practical applications.

Exploring both concepts and techniques of marketing for an exceptionally broad range of service categories and industries, the Sixth Edition reinforces practical management applications through numerous boxed examples, eight up-to-date readings from leading thinkers in the field, and 15 recent cases.

For professionals with a career in marketing, service-oriented industries, corporate communication, advertising, and/or public relations.