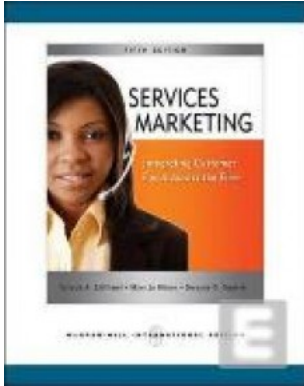


Librería
Bonilla y Asociados
desde 1950



Título: Services Marketing

Autor: Zeithaml/ Bitner/ Gremler

Precio: \$513.00

Editorial:

Año: 2009

Tema:

Edición: 5ª

Sinopsis

ISBN: 9780071263931

Services Marketing, 5/e , recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book's content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management, and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.