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***Eventually, you will unquestionably  
discover a new experience and  
realization by spending more cash.  
still when? get you allow that you***

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***require to get those all needs  
subsequently having significantly  
cash? Why don't you try to acquire  
something basic in the beginning?  
That's something that will guide you  
to comprehend even more as  
regards the globe, experience,  
some places, behind history,***

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*amusement, and a lot more?*

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become old to acquit yourself  
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Service & After-Sales Service A  
firm's market offerings are divided  
into core product elements and  
supplementary service elements  
Need to distinguish between:  
Marketing of services – when***

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***service is the core product***  
***Marketing through service – when***  
***good service increases the value of***  
***a core physical good ...***

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*examples.*

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Christopher Lovelock was one of  
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Widely acknowledged as a thought  
leader in services, Christopher***

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***2. Services Marketing Strategy ...  
mix for services are also described  
in this chapter. Chapter 2 focuses***



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*on marketing strategy formulation process. All steps involved in mar-*

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*a thought leader in services, he was honored by the American Marketing*

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proposition position the value  
proposition against services  
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