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review and analysis of services marketing issues, practice, and strategy. Utilizing the GAPS Model of Service Quality as an organizing framework the structure of the text offers part openers that sequentially build the model gap by gap.

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Portfolio of Services Research Customer Complaint
Solicitation “ Relationship ” Surveys Post-Transaction
Surveys Customer Focus Groups “ Mystery Shopping ” of
Service Providers Employee Surveys Lost Customer Research
Identify dissatisfied customers to attempt recovery; identify
most common categories of service failure for remedial
action Obtain customer feedback while service experience ...

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Overview Figure 8.1 A vintage ad marketing the cost-effectiveness of Econo-Travel hotels from the July 1978 National Geographic [Long Description]. Marketing is a continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers ' needs and wants, and meet the organization ' s objectives.

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