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book Services marketing : integrating customer focus across the firm Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler Published in 2009 in New York NY) by McGraw-Hill/Irwin

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In 2003, Dr. Bitner was honored with the Career Contributions to the Services Discipline award by the American Marketing Association's Services Special Interest Group. Valarie Zeithaml is an award-winning teacher and researcher, and an internationally recognized pioneer of services marketing.

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services marketing textbook (Zeithaml, Bitner, and Gremler, 2009) have further elaborated on. the gaps by delineating speci?c strategies for. closing each of them. We will expand brie?y on.

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