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This title introduces a ground-breaking approach to the services marketing course. It replaces the 4Ps with the Gaps model of service quality. The Gaps service quality model makes explicit the difference between the marketing of goods and the marketing of services, as well as the differences between the way the principles of marketing course handles the marketing mix and the way the service ...

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services marketing textbook (Zeithaml, Bitner, and Gremler, 2009) have further elaborated on the gaps by delineating specific strategies for closing each of them. We will expand briefly on key strategies used to close each of the gaps. THE CUSTOMER GAP Thecustomergapistheheartofthegapsmodel. It represents the difference between customer

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Valarie Zeithaml is an award-winning teacher and researcher, and an internationally recognized pioneer of services marketing. Dr. Zeithaml has researched customer expectations in more than 50 industries.

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art research and practice in services marketing. Students will learn a variety of tools, developed in the services marketing scholarly and applied business literatures, that can be applied to analyze business practices, solve business problems, and generally improve the quality of services delivered to customers.

Services Marketing Zeithaml

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Services Marketing: Integrating Customer Focus Across the Firm

Services marketing strategy focuses on delivering processes, experiences, and intangibles to customers rather than physical goods and transactions. It involves integrating a focus on the customer throughout the firm and across all functions. All company functions – marketing, selling, human resources, operations, and R&D – must work together to create effective services marketing strategy.

MKTG 6040 Services Marketing University of Colorado at ...

Valarie Zeithaml is an award-winning teacher and researcher, and an internationally recognized pioneer of services marketing. She devoted the last 35 years to researching, consulting and teaching service quality, services management and customer equity.

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Services Marketing, 4/e, by Zeithaml and Bitner provides a comprehensive review and analysis of services marketing issues, practice, and strategy. Utilizing the GAPS Model of Service Quality as an...

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