

Services marketing: concepts, strategies, and cases

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Abstrak

Examine the use of services marketing as a competitive tool from a uniquely broad perspective with *Services Marketing: Concepts, Strategies, and Cases, 5E*. Real examples feature businesses from industries both within and beyond the nine service economy super sectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and "other services." Cutting-edge data addresses current issues, such as sustainability, technology, and the global market, give you valuable insights for business success. A new online format additional features and flexibility to keep you up to date with the latest advances.