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Chapter 12
Crafting the Service...

- The chapter text is organized around a revised framework for developing effective service marketing strategies that seamlessly builds on topics learned in a principles or marketing management course.

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The framework is introduced in Figure I.1 and on pages 28–30.

Lovelock SE mech - MIM

Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the

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powerful design and packaging of
'intangible' benefits and products,
high-quality service operations
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employee responses can be categorized into cognitive, emotional, and psychological responses, which lead to overt behavioral responses towards ...

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Chapter 1, "Introduction to
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explores the nature of the

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modern service economy more deeply, and covers B2B services, outsourcing and offshoring.

Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

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10 - 18 Impact of Ambient

Conditions □ Ambient environment is composed of hundreds of design elements and details that must work together to create desired service environment

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