



Services Marketing (6th Edition)

Christopher Lovelock, Jochen Wirtz

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Exploring both concepts and techniques of marketing for an exceptionally broad range of service categories and industries, the Sixth Edition reinforces practical management applications through numerous boxed examples, eight up-to-date readings from leading thinkers in the field, and 15 recent cases.

For professionals with a career in marketing, service-oriented industries, corporate communication, advertising, and/or public relations.

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