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(p. 35) The central focus of the gaps
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Constant need to provide value for
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service C. Difference between customer expectations and perceptions D. Temptation to handle services as if they were tangibles E. Customer-employee-supplier triumvirate Difficulty: Moderate 2. (p.

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FOUNDATIONS FOR SERVICES
MARKETING 1 Chapter 1 Introduction to
Services 2 What are Services? 3 Service
Industries, Service as a Product,
Customer Service, and Derived Service 4

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In addition to standard marketing topics (such as pricing), this text introduces students to entirely new topics that include management and measurement

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of service quality, service recovery, the linking of customer measurement to performance measurement, service blueprinting, customer cocreation, and cross-functional treatment of issues through integration of marketing with disciplines such as operations and human resources.

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perceptions are discussed early on in the
text to ...