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Lecture 10: Customer satisfaction and service quality **Assignment 3 - Services Marketing**

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Philip Kotler: Marketing Strategy Top 6 Ways to Get An Angry Customer to Back Down How to give great customer service: The L.A.S.T. method Five Dimensions of Service Quality how to write a business plan? step by step guide + templates Dreamforce Opening Keynote: Trailblazers, Together 4 Principles of Marketing Strategy | Brian Tracy After watching this, your brain will not be the same | Lara Boyd | TEDxVancouver Product in Service marketing mix - Product levels in Services Marketing Physical evidence part 2 - Servicescape and tangibles in Services Marketing **The Grand Theory of Amazon** **The Seven Secrets of Exceptional Customer Service - VTIC Presentation by Carrie Gendreau** **FareHarbor Booking Integration Live Demo** Service Marketing Integrating Customer Focus

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Services Marketing: Integrating Customer Focus Across the Firm. Valarie Zeithaml and Mary Jo Bitner and Dwayne Gremler Services Marketing: Integrating Customer Focus Across the Firm https://www.mheducation.com/cover-images/Jpeg_400-high/0078112109.jpeg 7 March 13, 2017 9780078112102 Zeithaml's Services Marketing introduces readers to the vital role that services play in the economy and its future.

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