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

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Chapter 1, "Introduction to Services Marketing", now explores the nature of the 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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Chapter 10: Crafting the Service Environment
Services Marketing: Global Edition, Christopher

Lovelock, 9780273756064, Marketing, Applied Marketing, Pearson, 978-0-2737-5606-4 (123)

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