

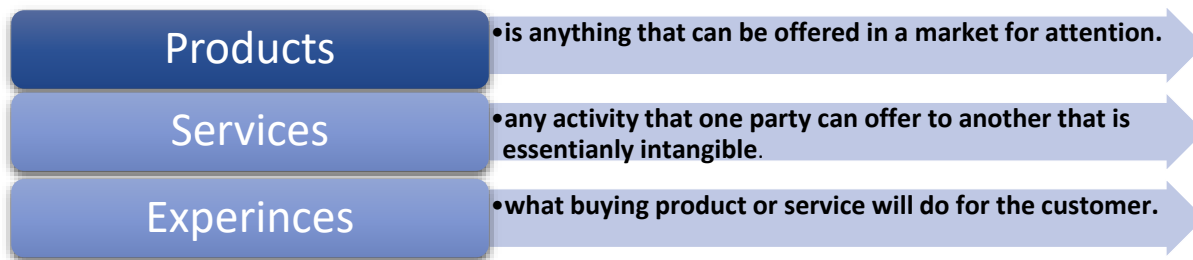
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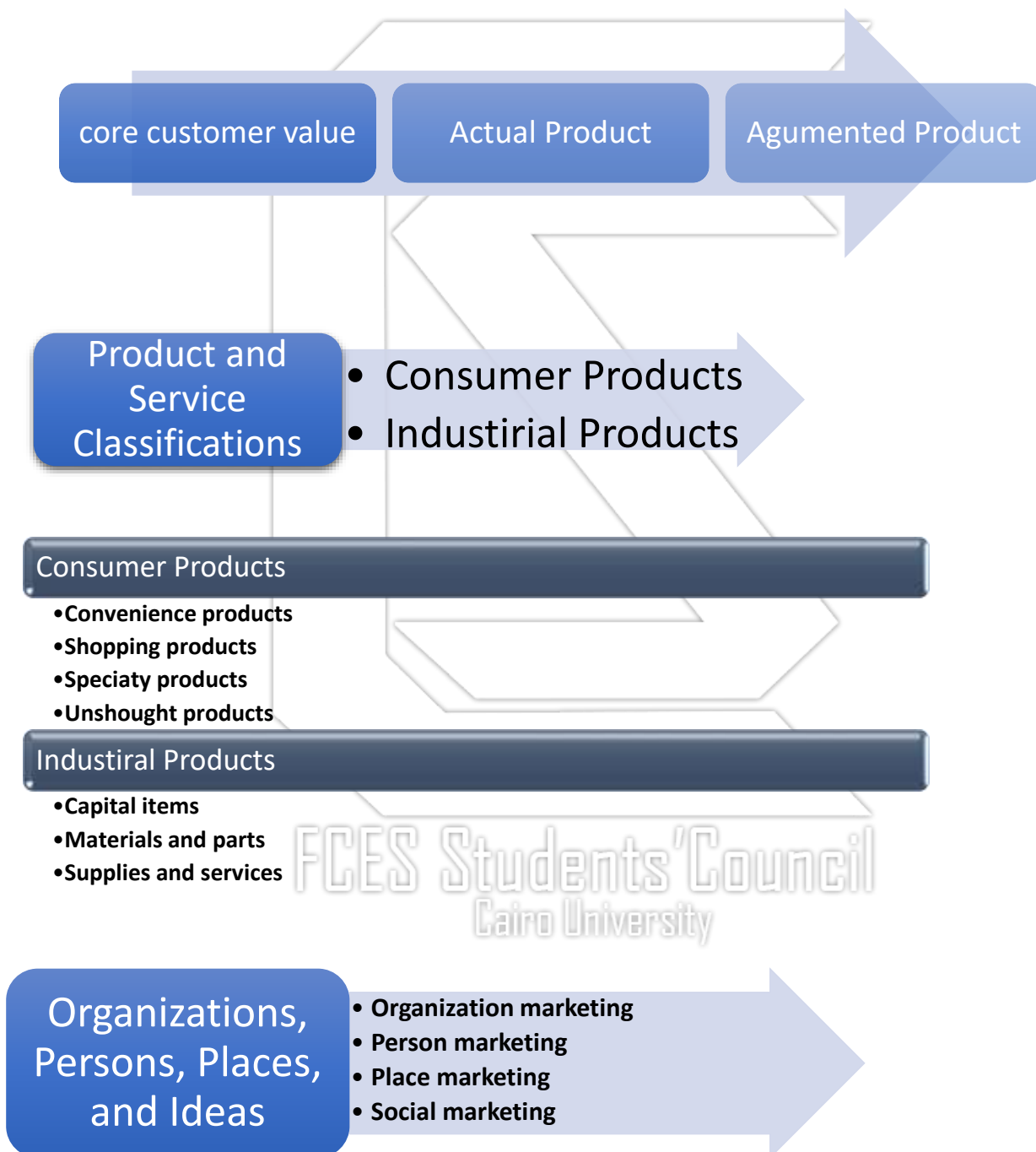
Introduction to Marketing

Chapter 8 – Products, Services, and Brands

Building Customer Value

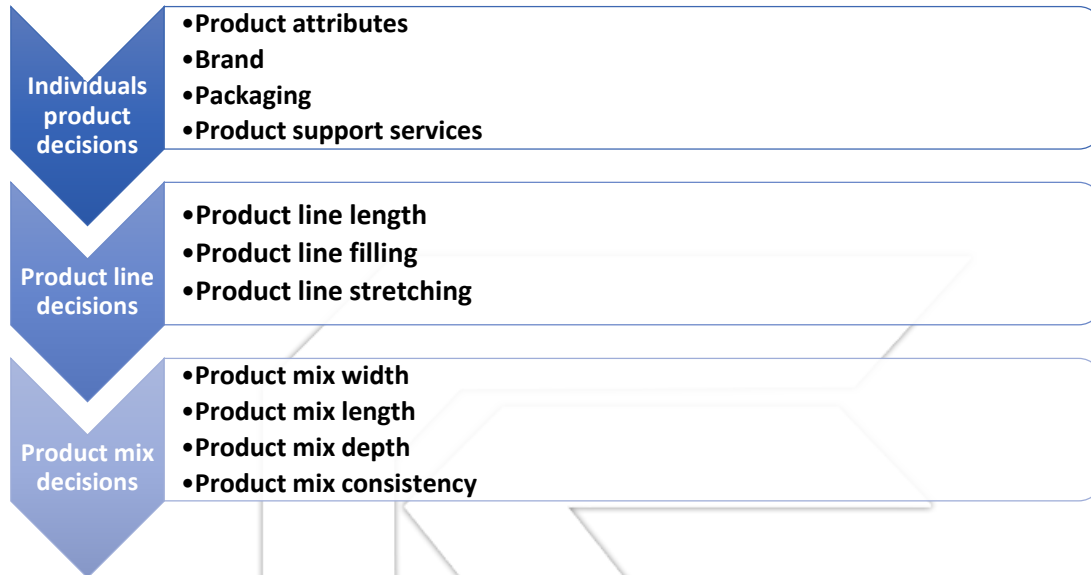


• Levels of Product and Services



Product and Service Decisions

- Individual product decisions
- product line decisions
- Product mix decisions



1) Types of service industries

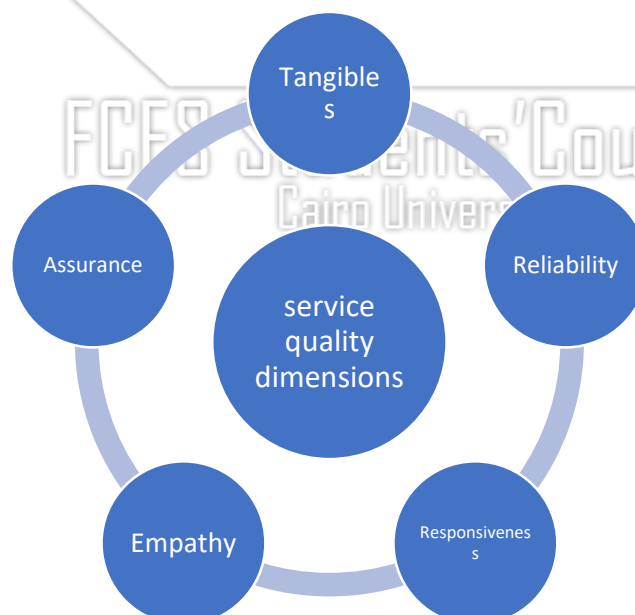
- Governments
- Private not-for-profit organizations
- Business organization

2) Nature and characteristics of a service

- Service intangibility
- service inseparability
- Service variability
- Service perishability

3) Marketing strategies for service firms

- Service profit chain
- Internal marketing
- Interactive marketing



Branding Strategy : Building Strong Brands

- Brand
- Brand equity
- Brand Value

Building Strong Brands

