

SERVICES MARKETING ZEITHAML

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What is the function of services marketing? Services Marketing: definitions The American Marketing Association defines service marketing as an organizational function and a set of processes for identifying or creating, communicating, and delivering value to customers and for managing customer relationship in a way that benefit the organization and stake-holders.

What are the 7 P's of service marketing? The 7P's of Service Marketing encompass Product, Price, Place, Promotion, People, Process, and Physical Evidence. This framework is essential for effectively marketing intangible services, ensuring customer satisfaction, and building strong relationships.

What is an example of services marketing? Because of this, services marketing typically focuses on selling subscriptions , encouraging referrals and retaining customers instead of selling customers a product one time. Example: A hotel might offer customers who have recently booked a stay with them a free night to use on a future reservation.

What are the three types of service marketing?

Why do we study service marketing? Service marketing is about relationships, more than any other type of marketing. Effective service marketing is important because without it, marketing service providers would not attract or retain customers. Service marketing is divided into two categories: Business to Business (B2B) and Business to Consumer (B2C).

What is the process in service marketing? Process is an element of Services Marketing Mix. The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is

paying for. This element of the marketing mix looks at the systems used to deliver the service.

What is a service marketing strategy? Services marketing strategy focuses on delivering processes, experiences, and intangibles to customers rather than physical goods and transactions. It involves integrating a focus on the customer throughout the firm and across all functions.

What is the summary of services marketing? Service marketing relies heavily on building strong customer relationships and providing exceptional service quality. It goes beyond advertising and promotion, as the primary goal is to create value for customers and meet their unique needs.

What are the basics of service marketing? The 4 Ps of service marketing strategies are: promotion, place, product, and price. Product strategy denotes what the provider is offering to the market while price strategy is the price at which a product or service is sold. Meanwhile, place strategy is where a provider sells their services.

The Nazi and the Psychiatrist: Hermann Göring's Fatal Meeting with Dr. Douglas M. Kelley at the End of World War II

By Jack El Hai

In the waning days of World War II, a chilling encounter took place between Hermann Göring, the second-in-command of the Nazi regime, and Dr. Douglas M. Kelley, an American psychiatrist. This encounter would have a profound impact on both men and on the course of history.

Kelley's Mission:

Dr. Kelley was sent to Nuremberg to assess the mental fitness of the Nazi leaders standing trial for war crimes. As a psychiatrist, he sought to understand their motivations and psychological makeup.

Göring's Charisma:

Upon meeting Göring, Kelley was struck by his remarkable charisma and intelligence. Despite his crimes against humanity, Göring exuded a sense of authority and self-belief. Kelley was both fascinated and unsettled by his presence.

Fatal Attraction:

As their interactions progressed, Kelley and Göring developed a strange and unsettling connection. Kelley found himself drawn to Göring's intellect and charm, while Göring seemed to find solace in Kelley's psychiatric insights. This "fatal attraction" blurred the lines between patient and doctor, complicating Kelley's mission.

Göring's Confession:

During their sessions, Göring confessed his role in the Holocaust to Kelley. He justified his actions as necessary for Germany's survival, but Kelley detected a deep sense of regret and guilt. This confession would later become a key piece of evidence against Göring at his trial.

Tragic End:

On the eve of his execution, Göring asked for Kelley's presence. As Kelley sat with him in his cell, Göring expressed his remorse for his crimes and asked Kelley to convey his apologies to the Jewish people. This final meeting left a lasting mark on Kelley, who would later argue that Göring was not a monster, but a deeply flawed human being capable of both good and evil.

"Those Who Wish Me Dead" by Michael Koryta: A Thrilling Exploration of Trauma and Resilience

"Those Who Wish Me Dead" by Michael Koryta is a gripping thriller that delves into the complex themes of trauma, resilience, and the enduring power of hope. The novel follows the story of fourteen-year-old Jace Wilson, who witnesses a brutal murder and becomes the target of ruthless assassins.

Q: What is the central premise of "Those Who Wish Me Dead"? A: The novel explores the aftermath of a horrific crime as Jace Wilson, a traumatized young

witness, flees for his life from relentless assassins.

Q: Who is Ethan Serbin and why is he so determined to kill Jace? A: Ethan Serbin is a professional hitman who is hired to silence Jace. His motivation remains mysterious, but his determination is unwavering.

Q: How does Jace cope with the trauma he has experienced? A: Jace initially struggles to process his trauma, but he finds solace in the unexpected kinship he forms with Hannah Faber, a smokejumper and survivalist who becomes his protector.

Q: What are the themes explored in "Those Who Wish Me Dead"? A: The novel delves into themes of trauma, resilience, and the enduring power of human connection. It illustrates how even in the face of unimaginable darkness, hope can flicker and guide us towards healing.

Q: How does the novel balance its thrilling elements with its exploration of trauma? A: Koryta masterfully weaves together a gripping plot with a deeply moving portrayal of trauma. The novel's suspenseful action sequences are balanced by moments of quiet reflection and emotional growth, allowing readers to engage fully with Jace's journey as he grapples with his past and finds strength in the present.

The Wernicke-Korsakoff Syndrome and Related Neurologic Disorders Due to Alcoholism and Malnutrition

The Wernicke-Korsakoff syndrome (WKS) is a neurological disorder caused by a deficiency of thiamine (vitamin B1). Alcoholism is the most common cause of WKS, as it leads to both malnutrition and impaired absorption of thiamine.

Question 1: What are the symptoms of WKS?

Answer: The symptoms of WKS can be divided into two groups:

- **Wernicke encephalopathy:** This is the acute phase of WKS and is characterized by confusion, ataxia (difficulty with coordination and balance), nystagmus (involuntary eye movements), and ophthalmoplegia (paralysis of the eye muscles).

- **Korsakoff syndrome:** This is the chronic phase of WKS and is characterized by memory loss, confabulation (making up stories to fill in memory gaps), and apathy.

Question 2: How is WKS diagnosed?

Answer: The diagnosis of WKS is based on the patient's history, physical examination, and laboratory tests. The blood test that is most commonly used to diagnose WKS is the erythrocyte transketolase test. This test measures the activity of the enzyme transketolase, which is decreased in patients with thiamine deficiency.

Question 3: What is the treatment for WKS?

Answer: The treatment for WKS is to replace thiamine. This can be done orally, intramuscularly, or intravenously. Once thiamine levels are restored, the symptoms of WKS will usually improve.

Question 4: What are the complications of WKS?

Answer: The complications of WKS can include:

- Death
- Permanent neurological damage
- Dementia
- Alcohol-related liver disease
- Heart failure
- Wernicke encephalopathy
- Korsakoff syndrome

Question 5: How can WKS be prevented?

Answer: The best way to prevent WKS is to avoid alcohol abuse and to eat a healthy diet that includes thiamine-rich foods. People who are at risk for thiamine deficiency, such as alcoholics, should take thiamine supplements.

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