



Services Marketing Management: A Strategic Perspective

By Hans Kasper

Wiley. Paperback. Book Condition: New. Paperback. 576 pages. Dimensions: 10.1in. x 7.7in. x 1.2in. In order to deliver excellent service quality, it is critical to understand, create and deliver real value to all stakeholders. The second edition of Services Marketing Management has been thoroughly revised and restructured to provide the students with an overview of services marketing from this clear strategic orientation. It includes: A linking of five core guiding principles: market orientation, assets and capabilities, characteristics of services, internationalization and the value concept. New coverage of electronic services. Many Service Practice boxes, featuring examples from all of the world. End of chapter review questions and practical assignments. Full length cases at the end of the book with accompanying exercises. This is a welcome second edition, firmly establishing it as a leading international text on strategic services marketing. Though completely revised, it retains the unique focus of the original on care for the individual and the understanding, creation and delivery of value to customers, with the authors bringing their topic vividly to life through numerous international examples. Clearly written and logically structured, it will be an invaluable resource for services marketing and management courses at all levels. Professor Graham Hooley, Aston Business School. An up-to-date, comprehensive and...



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