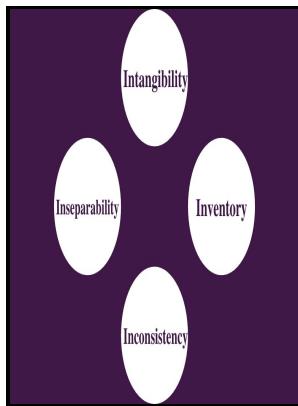


Nature of service marketing

Swedish School of Economics and Business Administration - Features of Services: 8 Major Features of Service Marketing



Description: -

- Birds -- Conservation.
- Birds -- Behavior.
- Partition -- Sri Lanka.
- Women and religion.
- Tarot.
- Service industries -- Marketing nature of service marketing
-
- 11. Meddelanden från Svenska handelshögskolan ; Meddelanden från Svenska handelshögskolan ; 11 nature of service marketing

Notes: Includes bibliographical references.

This edition was published in 1978



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Features of Services: 8 Major Features of Service Marketing

Their hope is that this aggressive posture would make the shop owners back off as this drama has a bad effect on other customers. Thus, a restaurant is known as much for its food as for the service provided by its staff. They are factory produced or assembled in large numbers with enormous consistency.

Features of Services: 8 Major Features of Service Marketing

While products can be mass produced and be homogenous the same is not true of services. It is not possible to see, feel, taste, and smell services before they are bought.

Direct marketing

Harder to mass produce ii.

Services Marketing Mix: The 7 P's of Marketing Explained

Movies, sports, amusement parks, circuses, car racing, cricket, billiards, music, dancing and drama are such popular forms of organised entertainment today.

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