

# Marketing of services - a total approach to achieving competitive advantage

## McGraw-Hill - What is Competitive Strategy



Description: -

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Social Issues - Self-Esteem & Self-Reliance

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Service industries -- Marketing, marketing of services - a total approach to achieving competitive advantage

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The McGraw-Hill marketing for professionals series, marketing of services - a total approach to achieving competitive advantage

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## What Is Apple's Competitive Advantage in Its Industry?

The purpose of this study is to analyze and provide empirical evidence on; - To examine the relationship between product innovation and sustainable competitive advantage, - To examine the relationship between product innovation and market driving and - To examine the relationship between market driving and sustainable competitive advantage.

## Competitive Advantages through Customer Satisfaction

If your business already has a strength in service, consider doing more to focus in this area.

## How to Gain a Competitive Edge

Finally, it is better to prevent customer dissatisfaction than to correct it after it is created.

## The Importance of Competitive Advantage

These findings highlight critical deficits in the organization and clear opportunities for improvement—information that management then uses to create a comprehensive list of targeted changes. In addition, activity-based optimization will identify issues such as an unclear distribution of work across multiple departments or business units.

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