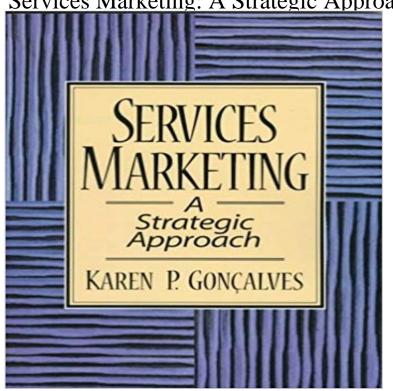
Services Marketing: A Strategic Approach



In Services Marketing, Gon?alves uncovers and examines how the marketing of services differs from that of products. The text uses numerous cases and examples drawn from a variety of service settings to demonstrate and reinforce discussion of theoretical concepts. *Encompasses all of the major concepts basic understanding of services marketing. *Offers strong pedagogical support designed to aid both readers and instructors, including; - Examples - Cases - In-class exercises - Project ideas

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