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...

□ The chapter text is organized around a revised framework for developing effective service marketing

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seamlessly builds on
topics learned in a
principles or marketing
management course.

The framework is
introduced in Figure I.1
and on pages 28–30.

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value in today's
increasingly service and

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Servicescape Model (2)
Identifies the main
dimensions in a service
environment and views
them holistically
Internal customer and
employee responses can
be categorized into

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cognitive, emotional,
and psychological
responses, which lead to
overt behavioral
responses towards ...

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As a key in services
marketing, interactions
have been defined in the
concept of service
encounter (Lovelock
and Wirtz, 2010), which

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include the interactions
between customers and
employees, and...

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economy more deeply,
and covers B2B
services, outsourcing
and offshoring.

Furthermore, the
Service-Profit Chain
was moved here to serve
as a guiding framework
for the book (it was
featured in Chapter 15
in the previous edition).

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Chew, Essentials of
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□ Ambient environment

is composed of

hundreds of design

elements and details that

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must work together to
create desired service
environment

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Services Marketing:
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elock, 9780273756064,
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