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- The chapter text is organized around a revised framework for developing effective service marketing strategies that 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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Wirtz, Lovelock & Chew, Essentials of Services Marketing

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Chapter 10: Crafting the Service Environment

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Lovelock, 9780273756064, Marketing, Applied
Marketing, Pearson, 978-0-2737-5606-4 (123)

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