

services marketing

TEXT AND READINGS



Edited by David Carson and Audrey Gilmore

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Thomas E. Barry



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Services Marketing Adrian Palmer, Catherine Cole, 1995 This text with cases provides a contemporary overview of key issues in the marketing of services It explores many issues that are familiar to students with a foundation in principles of marketing and reassesses these in the context of services Up to date case studies and examples developed throughout chapters help students to fully appreciate those issues that are specific to services marketing methods of defining the service offer conceptualization measurement and management of service quality managing the employee input to the service offer and developing relationships with customers and strategies to make services accessible

Relationship Marketing Manfred Bruhn, 2016-03-15 Die Beziehungsherrschaft zum Kunden rückt neben den klassischen Wettbewerbsvorteilen wie der Qualitäts- und Kostenherrschaft als strategischer Erfolgsfaktor zunehmend in den Mittelpunkt Deshalb gewinnt das Relationship Marketing verstanden als Management von Kundenbeziehungen für Unternehmen an Bedeutung Das Buch gibt einen umfassenden Überblick über die Grundlagen eines effektiven und effizienten Einsatzes des Relationship Marketing für Unternehmen Es entwickelt einen systematischen Managementansatz und stellt darauf aufbauend alle notwendigen Phasen des Managements von Kundenbeziehungen ausführlich dar Schwerpunkte liegen auf den folgenden Aspekten Analyse des Relationship Marketing Strategische Ausrichtung und operative Umsetzung des Relationship Marketing Implementierung und Kontrolle des Relationship Marketing Institutionelle Besonderheiten des Relationship Marketing Studierende finden in dem Buch den State of the Art des

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Design Issues, 2011

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Continuing Medical Education Adrienne B. Rosof, William Campbell Felch, 1992-01-27 The first edition of this book was intended to be a standard guide a reference manual that would be useful not only in the mechanics of producing a single program but also in organizing and operating a continuing medical education CME department on an ongoing basis All over North America this primer has become a valuable aid to CME workers in the many locations medical schools professional associations hospitals specialty societies industry where the daily activities of CME are carried out Outstanding features It successfully combines clear explanations of some difficult concepts and theory in language that everyone will understand practical examples suggestions that come only from long years of experience and brevity Anyone interested in CME will want to own it JAMA Journal of the American Medical Association The first edition of this book was written with the aim of helping workers in the continuing medical education CME arena fulfill their responsibility to provide needed information to practicing physicians Its purpose was to supply fundamental tools for CME providers to use in planning and carrying out their daily work It was intended to be a standard guide a reference manual that would be useful not only in the mechanics of producing a single program but also in organizing and operating a CME department on an

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