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Svend Hollensen, Marc Oliver Opresnik



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Organized around a strategic marketing framework Services Marketing guides readers into the consumer and competitive environments in services marketing The marketing framework has been restructured for this edition to reflect what is happening in services marketing today

Marketing: A Relationship Perspective (Second Edition) Svend Hollensen, Marc Oliver Oprešnik, 2019-03-15 Marketing A Relationship Perspective is back for a second edition and continues to set a benchmark for achievement in introductory marketing courses across Europe It is a comprehensive broad based and challenging basic marketing text which describes and analyzes the basic concepts and strategic role of marketing and its practical application in managerial decision making It integrates the new relationship approach into the traditional process of developing effective marketing plans The book s structure fits to the marketing planning process of a company Consequently the book looks at the marketing management process from the perspective of both relational and transactional approach suggesting that a company should in any case pursue an integrative and situational marketing management approach Svend Hollensen s and Marc Oprešnik s holistic approach covers both principles and practices is drawn in equal measure from research and application and is an ideal text for students researchers and practitioners alike PowerPoint slides are available for all instructors who adopt this book as a course text

Services Marketing Christopher H. Lovelock, 1991 Significantly revised restructured and updated to reflect the challenges facing service managers in the 21st century this book combines conceptual rigor with real world examples and practical applications Exploring both concepts and techniques of marketing for an exceptionally broad range of service categories and industries the Sixth Edition reinforces practical management applications through numerous boxed examples eight up to date readings from leading thinkers in the field and 15 recent cases For professionals with a career in marketing service oriented industries corporate communication advertising and or public relations

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