

Advances in Services Marketing and Management

Advances in Services Marketing and Management

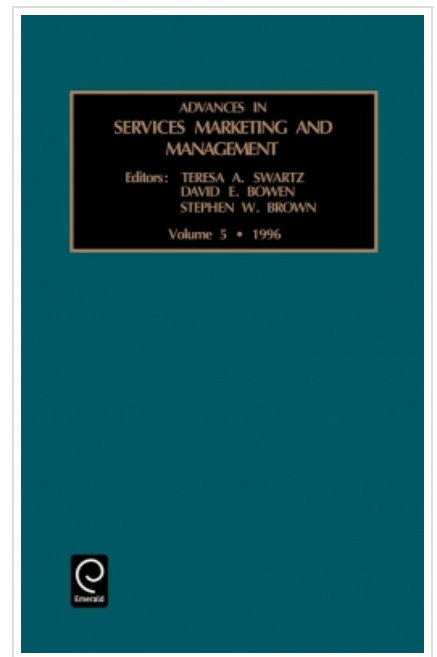
Teresa A. Swartz

David E. Bowen

Stephen W. Brown

About the Book

This series is dedicated to topics such as service quality, internal marketing, service design, human resources practices and service systems, using theoretical research and the results of empirical studies. This volume concentrates on the effect on information technology on services performance, service quality, new service development, brand loyalty, and fair service. It also covers the relational aspects of services management such as the customer contact, customer-supplier relationships, and the social aspect of customer service loyalty.



Format: Hardback

Pagination: 388

Price: £85.99 \$150.99 €125.99

Publication Date: 14th May 1996

ISBN: 9780762300099