

Advances in Services Marketing and Management

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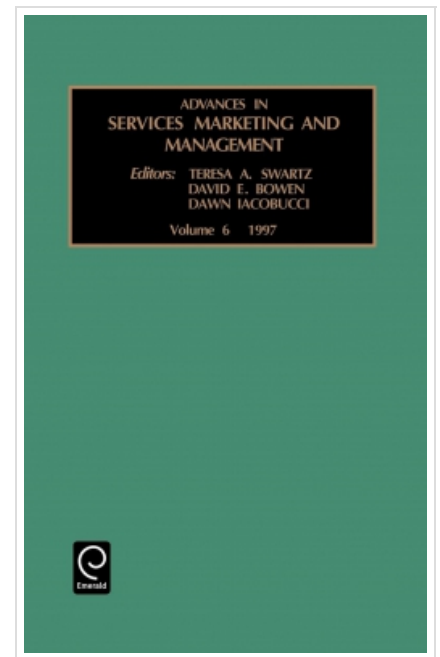
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About the Book

Part of a series which offers an interdisciplinary approach to the latest research and practice in services, this volume discusses a variety of topics in the field.



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