

## Advances in Services Marketing and Management

Advances in Services Marketing and Management

### About the Book

This title is part of a series which offers an interdisciplinary approach to the latest research and practice in services. Topics discussed in this title include the calculus of service quality and customer satisfaction and environmental and positional antecedents of management commitment to service quality.



Format: Hardback

Pagination: 310

Price:

Publication Date: 1st Jun 1994

ISBN: 9781559387262