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Service Products vs. Customer Service & After-Sales Service A firm 's market offerings are divided into core product elements and supplementary service elements Need to distinguish between: Marketing of services – when service is the core product Marketing through service – when good service increases the value of a core physical good Manufacturing firms are reformulating and enhancing ...

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Services Marketing 6/E. Chapter 12 - 44. Summary of Chapter 12: Managing Customer Relationships and Building Loyalty (1) Customer loyalty as an important driver of profitability for service firms so firms need to Assess value of loyal customer Narrow gap between actual and potential customer value.

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He is an author or co-author of over ten books, including Services Marketing – People, Technology, Strategy (World Scientific, 8th edition, 2015), co-authored with Professor Lovelock, which has become one of the world 's leading services marketing text book that has been translated and adapted for over 26 countries and regions, and with sales of some 800,000 copies.