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Marketing 3. The  
Purchase Process for  
Services. Prepurchase  
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Marketing 5. Imagine  
you just moved to a  
new town and you are  
looking for a.

**Chapter 2: Customer  
Behavior in Service  
Encounters**

Slide 2007 by  
Christopher Lovelock  
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Services Marketing 6/E  
Chapter 2 - 36  
*Page 5/26*

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Customer Satisfaction  
Is Central to the  
Marketing Concept  
Satisfaction defined as  
attitude-like judgment  
following a service  
purchase or series of  
service interactions

## **LoveLock Chapter 2 | Business | Consumer Behaviour**

Part II covers the  
development of the  
service concept and its  
value proposition, and  
revisits the traditional

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marketing

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mix—Product, Place,  
Price, and

Promotion—expanding  
each of the 4 P's to  
apply to specific  
services

characteristics.

## **Lovelock & Wirtz, Services Marketing: People, Technology**

...

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the brain to think

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improved and faster  
can be undergone by  
some ways.

Experiencing, listening  
to the new experience,  
adventuring, studying,  
training, and more  
practical comings and  
goings may help you to  
improve. But here, if

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**Service Marketing**

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Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of 'intangible' benefits and products, high-quality service operations and customer

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**Marketing: People  
Technology  
Strategy, 8th ...**

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School No School;  
Course Title AA 1;

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Chapter 6 considers the nature of service distribution and its marketing implications. Major distribution decisions are discussed with regards to place, time, and channels. e charac-

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Secretarial Service  
Own a Physical Good

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Rent Use of a Physical  
Good Perform Work  
Oneself Hire Someone  
to Do Work Slide 2007  
by Christopher  
Lovelock and Jochen  
Wirtz Services  
Marketing 6/E Chapter  
3 - 37 Caterpillar  
Promotes Its Service  
Businesses (Fig 3.11)  
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Caterpillar, Inc. Slide  
2007 by Christopher  
Lovelock and Jochen ...

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Services Marketing 7e,  
Global Edition! Chapter  
1:!! New Perspectives  
On! !Marketing in the! !  
!

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Christopher Lovelock.  
... a new section on the  
services marketing  
communications funnel

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... and as an effective marketing tool signaling high quality service. The chapter also discusses how .

**(PDF) Essentials of Services Marketing, 3rd edition**

Test Bank — Chapter 2  
Page 3 Essentials of Services Marketing, 2nd Edition Jochen Wirtz, Patrica Chew and Christopher Lovelock

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**Chapter 2 Customer**

**Behavior in a  
Services Context**

PART I —

UNDERSTANDING  
SERVICE PRODUCTS,  
CONSUMERS, AND  
MARKETS Chapter 1:  
Introduction to  
Services Marketing  
Chapter 2: Consumer  
Behavior in a Services  
Context Chapter 3:  
Positioning Services in  
Competitive Markets

PART II — APPLYING

THE 4Ps OF



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MARKETING TO  
SERVICES Chapter 4:  
Developing Service  
Products and Brands  
Chapter 5: Distributing  
Services through  
Physical and Electronic  
Channels Chapter 6:  
Setting Prices and  
Implementing Revenue  
Management Chapter  
7: Promoting Services  
and ...

**Wirtz, Lovelock &  
Chew, Essentials of  
Services Marketing**

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Lovelock & Wirtz  
Services Marketing 7/e  
Chapter 2 - Page 6  
Need Arousal Decision  
to buy or use a service  
is triggered by need  
arousal Triggers of  
need: Unconscious  
minds (e.g., personal  
identity and  
aspirations) Physical  
conditions (e.g.,  
hunger ) External  
sources (e.g., a service  
firm's marketing

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activities) Consumers are then motivated to find a solution for their need Courtesy of Masterfile Corporation Keputusan untuk membeli atau menggunakan jasa dipicu oleh ...

**Meeting 2 Consumer Behavior in a Service Context.pptx**

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08 ...**

List Of Human Rights

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Objectives - Lecture  
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IRAC answer - IRAC-  
how to work it out  
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Qns Ans

**BUS268 Chapter 1  
MCQ Qns Ans -  
Services Marketing**

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This includes his collaboration with Dr Lovelock in writing one of the world's leading services marketing text books, "Services Marketing: People, Technology, Strategy, 7th edition" (Prentice Hall, 2011). Dr Wirtz serves on the editorial review boards of 11 academic journals.

**Essentials of  
Services Marketing**

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**(2nd Edition): Jochen**  
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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

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physical good ...

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Services Marketing: An  
Asia Pacific Perspective  
by Christopher  
Lovelock 3.50 avg  
rating — 10 ratings —  
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**Books by  
Christopher  
Lovelock (Author of  
Services Marketing)**



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Services Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial

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approach presented  
through a coherent and  
progressive ...

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