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Predicted service is the level of service that the customer actually anticipates the firm will provide. The zone of tolerance is the extent of variation of service customers are willing to accept. Adequate service falls at the bottom of the zone of tolerance, whereas predicted service is likely in the middle of the zone of tolerance. (Moderate ...

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Chapter 10: Crafting the Service Environment . Chapter 11: Managing People for Service Advantage . PART IV — IMPLEMENTING PROFITABLE SERVICE STRATEGIES. ... (Online Only) for Services Marketing, Global Edition Lovelock ©2011. Format On-line Supplement ISBN-13: 9780132118835: Availability: Available ...

**Lovelock & Wirtz, Services Marketing: Global Edition, 7th**

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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 ...

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Marketing 7/e Chapter 4 – Page 3 Planning and Creating ! Service Products!

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- Many chapters are now structured around strong organizing frameworks such as the three-stage model of consumer behavior related to services (Chapter 2), the flower of service (Chapter 4), the service talent cycle (Chapter 11), the wheel of loyalty (Chapter 12), and the service-profit chain (Chapter 15).

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## **Chapter 8: Designing and Managing Service Processes**

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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.

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