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~~SERVQUAL Model Week 1 Chapter 1-Introduction to Services Marketing Lecture 1: An overview of services marketing Profiting from services and solutions~~ Lecture 12 - Distributing Services through Physical and Electronic Channels- Part 1

7 Ps of Services Marketing

What is Literature Review and how to write it? Designing and Managing Services in Marketing. Wednesday April 1 2020 ~~Chapter 13 Setting Product Strategy Part 4 Customer Service Vs. Customer Experience Understanding Customer Services: Customer Expectations Differences Between Products and Services~~ What is Direct-To-Consumer? What is Service Design? How to Do a Gap Analysis Product Marketing Vs Service Marketing by Clara Carozza MAR3023 ~~What is SERVICES MARKETING? What does SERVICES MARKETING mean? SERVICES MARKETING meaning~~

Innovative Customer Journeys ~~Understanding Customer Experience throughout the Customer Journey - Kay Lemon and Peter Verhoef~~
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