



Principles of Services Marketing

Adrian Palmer

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The third edition of this well-established text provides students with an introduction to marketing to the services sector. It retains the rigour and clarity of the previous edition, but is brought right up-to-date with new data and contemporary illustrative examples. Due to the impact of internet technology in this sector of marketing, there is expanded coverage of e-commerce developments integrated into the book. To help students learn and revise key ideas, the text has been enhanced by colour design with key terms highlighted in the text, and study questions and summaries to test their understanding of each chapter.

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