

MKT 405 Students

There are several alternatives for obtaining the textbook materials for the Services Marketing (MKT 405) course.

1. Students can purchase a new copy (or used) of the entire textbook, entitled Services Marketing: Integrating Customer Focus Across the Firm, Fourth Edition, New York, NY: McGraw-Hill Companies, by Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler (2006). This can be purchased through the BGSU bookstore, or online at various locations.
2. Students can purchase a customized version of the book, with a smaller number of selected chapters, from the BGSU bookstore. This version comes only in soft cover format; the original (U.S.) version of the book comes with a hard cover. The material is exactly the same as the original version, but only the chapters and cases that are expected to be covered are included.
3. Students can purchase an e-book directly from the publisher (McGraw-Hill) for about half the cost (around \$75) of a brand new copy of the text. This material is identical to the hard copy version mentioned above. To obtain this version, here are the instructions:
 - a. Go to www.mhhe.com.
 - b. Click on “Buy a book”. (It is towards the top of the page.)
 - c. Under “College/University” click on “eBookstore” link.
 - d. Click on the large “e” icon directly above “McGraw-Hill eBooks”.
 - e. Click on “Next” icon (near the bottom of the page).
 - f. Click on “Business and Economics”.
 - g. Click on “Marketing”.
 - h. Click on “Zeithaml-Bitner-Gremler: Services Marketing 4th Edition” (at bottom of the U.S. list).
 - i. Follow instructions to purchase.

A couple of issues you should know about...If you should decide to purchase the electronic version, you will have the option of either (1) reading the book online any time you like or (2) saving the book electronically and perhaps printing a hard copy (in PDF format). However, you should know that—at least in the past—students who logged on from a campus computer had to complete the printing during one session on the publisher web site. Thus, BGSU students who are contemplating this second option should NOT plan on using any computers in labs on campus if they decide to select the “print PDF files” option. That is, if you plan to print the PDF version of the chapters, computer labs on campus are not really a viable option, as you will not be able to “save” the files on those computers (they will be gone the next time you log on to the web site from a campus computer), and any printing jobs from this web site are “queued,” which causes problems in campus computer labs. (And, it is quite likely that lab monitors will not allow you to print a 700-page document if you attempt to print the entire book at once.)