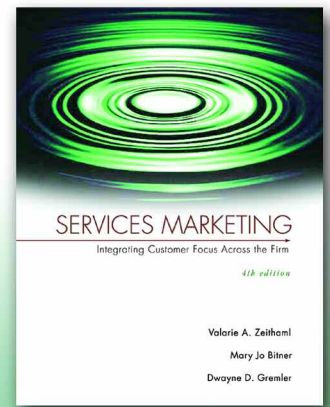


The first book in Services Marketing is still the best.

SERVICES MARKETING, Integrating Customer Focus Across the Firm,

Valarie A. Zeithaml, *University of North Carolina*
Mary Jo Bitner, *Arizona State University*
Dwayne D. Gremler, *Bowling Green State University*
ISBN 0072961945

4th Edition



Introducing the 4th Edition of *Services Marketing* by Valarie Zeithaml, Mary Jo Bitner, and Dwayne Gremler. Their approach stresses the importance of developing strong customer relationships through quality services, and this *new 4th Edition* presents *the very latest coverage of services marketing*. This material shows students what they need to know in order to implement service strategies into their future careers—also allowing their future companies to gain competitive advantages.

- **Focus on Customer Relationships and Relationship Marketing Strategies** reinforces the role that relationship marketing plays in marketing a service.
- **Emphasis on Service Quality Measurement** reflects the importance good companies place on their ability to quantify and measure service quality as they strive to build customer loyalty and evaluate the effectiveness and efficiency of service offerings.
- **Focus on Customer Expectations and Perceptions** is the key to developing and delivering service offerings customers will value.
- **Detailed Coverage of Service Development Processes** exposes students to forward-thinking ideas intended to better match service with customer expectations.

Through it all, *students discover the strong role that teams play in the business world* and specifically in developing and marketing as a service. Students will even learn how to apply basic marketing concepts in the service environment and see topics at work in the real world thanks to up-to-date cases.

SERVICES MARKETING

Integrating Customer Focus Across the Firm

4th Edition

Mc
Graw
Hill
McGraw-Hill
Irwin

The McGraw-Hill Companies