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Creation of value derives from services [9, 10]. Prior to choosing a service, customers are smart enough to consider and determine any advantages these services may have. ...

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Services. intangible activities or benefits that an organization provides to satisfy consumers' needs in exchange for money or something else of value. ... Marketing Chapter 10. 30 terms. Shaelamb. OTHER SETS BY THIS CREATOR. Chapter 12

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Services marketing strategy focuses on delivering processes, experiences, and intangibles – rather than physical goods and discrete transactions – to customers. ... In this chapter, we discuss ...

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Chapter 10: Developing New Products And Services. Kelsea G. • 49. cards. product. a good, service, or idea consisting of a bundle of tangible and intangible attributes that satisfies consumers' needs and is received in exchange for money or something else of value. good.

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Figure 15-1 Communications and the Services Marketing Triangle Internal Marketing Vertical Communications Horizontal Communications Interactive Marketing Personal Selling Customer Service Center Service Encounters Servicescapes External Marketing Communication Advertising Sales Promotion Public Relations Direct Marketing Company Customers ...

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