

The background of the book cover is a deep blue with a complex pattern of concentric circles and intersecting lines, creating a sense of depth and movement. Several black arrows are depicted, originating from the left and pointing towards the right, with some arrows appearing to pass through or near the concentric circles. The overall aesthetic is modern and technical.

SERVICES MARKETING

INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM

3RD EDITION

VALARIE A. ZEITHAML
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