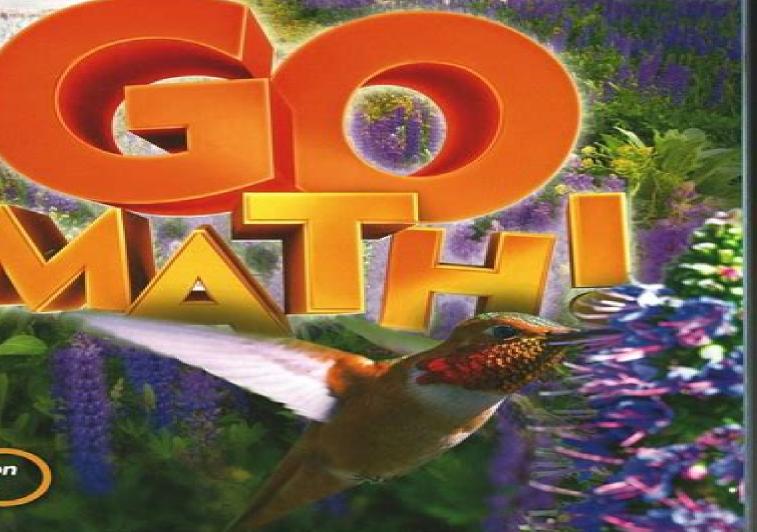


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web mar 13 2017 export citation bibtex endnote refman zeithaml s services marketing introduces readers to the vital role that services play in the economy and its future services dominate the advanced economies of the world and virtually all companies view services as critical to retaining their customers