

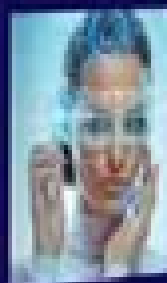
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EBOOK: Principles of Services Marketing Adrian Palmer, 2013-01-16 Now in its seventh edition Principles of Services Marketing has been revised and updated throughout to reflect the most recent developments in this fast moving and exciting sector With a stronger emphasis on emerging and global economies it has been restructured to give clearer focus on key issues of efficiency accessibility and customer experience This authoritative text develops an indispensable framework for understanding services their effective marketing and how this drives value creation Key Features Opening vignettes introduce a chapter's key themes with short examples that present topics in familiar everyday scenarios students can relate to Longer case studies feature well known companies and provide an opportunity to analyse real life scenarios and apply understanding In Practice vignettes drawn from services organizations from around the world and how services are delivered and experienced by customers Thinking Around the Subject boxes examine the operational challenges of putting theory in to practice Summary links to other chapters reinforce the main topics covered and how they fit within the wider context of services marketing to improve overall understanding of the subject Expanded coverage of key topics such as service dominant logic servicescapes and the use of social media explore the latest theory and practice Reflects the importance of marketing for public services and not for profit organizations Includes new chapters on service systems and the experiential aspects of service consumption

Services Marketing: Text and Cases, 2/e Harsh V. Verma, 2012 Managing Services Christopher H.

Lovelock,1988 The World Trade Organization and Trade in Services Kern Alexander,Mads Tønnesson Andenæs,2008 The World Trade Organisation plays the primary role in regulating international trade in goods services and intellectual property Traditionally international trade law and regulation has been analysed primarily from the trade in goods perspective Services are becoming an important competence for the WTO The institutional legal and regulatory influence of the General Agreement on Trade in Services GATS on domestic economic policymaking is attracting increasing attention in the academic and policymaking literature The growing importance of services trade to the global economy makes the application of the GATS to trade in services an important concern of international economic policy The GATS contains important innovations that build on the former GATT and existing WTO GATT trade regime for goods This book fills a void in the academic and policymaking literature by examining how the GATS governs international trade in services and its growing impact on the regulatory practice of WTO member states It offers a unique discussion of the major issues confronting WTO member states by analysing the GATS and related international trade issues from a variety of perspectives that include law political economy regulation and business Moreover the role of the WTO in promoting liberalised trade and economic development has come under serious strain because of the breakdown of the Doha Development Round negotiations The book analyses the issues in the Doha services debate with some suggested policy approaches that might help build a more durable GATS framework The book is a welcomed addition to the WTO literature and will serve as a point of reference for academics policymakers and practitioners

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