

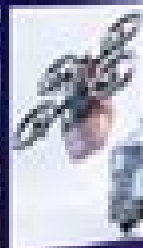
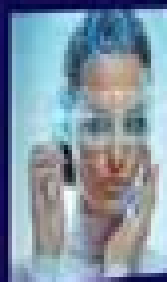
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Ninth Edition

SERVICES MARKETING

# SERVICES MARKETING

People Technology Strategy



Jochen Wirtz  
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9780073523445



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