

Interactive Services Marketing 3rd Edition

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Interactive Services Marketing covers the essentials of services marketing—with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions—both in face-to-face communication as well as connecting through technology. Concise coverage of content enables instructors to make greater use of the textbook web site, reinforcing the emphasis on technology and allowing students to interact with both the printed text and the online material. Pedagogical tools help students synthesize the material: each part opens with an overview, a new model illustrating the text's organization, brief chapter outlines, and a vignette highlighting real-world companies such as Noggintoppers (an online hat retailer). Each chapter also features a short paragraph revisiting the vignette, marginal notes defining key terms, a Summary and Conclusion section, practice exercises, and new Internet exercises.

Interactive Services Marketing covers the essentials of services marketing—with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions—both in face-to-face communication and in connections through technology. The Third Edition focuses on interactions in service environments. The concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material. Pedagogical tools include chapter-opening vignettes, margin notes, end-of-chapter summaries and conclusions, exercises, and Internet activities. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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As the service sector expands into the global economy, a new science of service is emerging, one that is dedicated to encouraging service innovation by applying scientific understanding, engineering discipline, and management practice to designing, improving, and scaling service systems. Handbook of Service Science takes the first major steps to clarifying the definition, role, and future of this nascent field. Incorporating work by scholars from across the spectrum of service research, the volume presents multidisciplinary perspectives on the nature and theory of service, on current research and practice in design, operations, delivery, and innovation of service, and on future opportunities and potential of service research. Handbook of Service Science provides a comprehensive reference suitable for a wide-reaching audience including researchers, practitioners, managers, and students who aspire to learn about or to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation.

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Explore current trends in the Asian service industry! Asian Dimensions of Services Marketing takes you on a journey through the service industries of Asia. Due to the extraordinary amount of growth in Asian service industries over the past few decades, this sector is expanding greatly in many Asian countries. These changes have had many effects on countries such as China, Korea, Singapore, and Thailand, mostly at the expense of agriculture and manufacturing. This book examines these effects, and establishes ways to achieve success in services marketing. This educational book provides an enlightening look at topics such as: the influence of reference groups in the service industry of Singapore the moderating effect of switching costs on the relationship between service performance and customer satisfaction in the Thai cultural and business setting how multinational professional service firms in South Korea have achieved success the emotional impact of store atmosphere on Chinese customers in a leisure service setting the rapid development of services in Asia, and how to effectively market intangibles to various kinds of consumers

The chapters presented in this book draw on ethnography as a methodology in a variety of disciplines, including education, management, design, marketing, ecology and scientific contexts, illustrating the value of a qualitative approach to research design. The chapters discuss the use of traditional ethnographic methods, such as immersion, observation and interview, as well as innovative ethnographical methods which have been influenced by the new digital culture. The latter challenges notions of identity, field and traditional culture such that people are able to represent themselves in the research process rather than be represented. New approaches to ethnography also examine the use and implication of images in representation as well as critically examining the role and impact of the researcher in the process.

The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics. This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of: influencing behaviors in society and sports; building relationships with consumers through sports and events; and providing services to consumers through sport and event sponsorships. This book, by a superb group of authors, includes comprehensive reviews, innovative conceptual pieces, empirical research and rigorous attention to data.

Services Marketing: People, Technology, Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples.This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view.Supplementary Material Resources:Resources are available to instructors who adopt this textbook for their courses. These include: (1) Instructor's Manual, (2) Case Teaching Notes, (3) PowerPoint deck, and (4) Test Bank. Please contact sales@wspc.com.Key Features:

Tourists are drawn to explore new environments and peoples. What better way to interact with a locality than to seek out and roam its marketplaces? The nature of tourist shopping activity thus goes beyond mere functional purchasing into multi-sensory explorations of place and space. Awareness of the shifting nature of these attractions is crucial to retailers and place marketers, in this age of the internet, in order that the physical space of the market is also social and cultural space. This book offers new perspectives on the intersection between tourism and retail research that is liminal to both fields yet central to the tourist experience, standing as an important and illuminating realm of consumer behaviour. It features a selection of multidisciplinary researchers' perspectives on tourist retail format and formation attractiveness for consumers, from the economist to the fashion retailer. By reviewing selected developments in space, place and behaviours within leisure, entertainment and recreational shopping, encompassing travel points, retail centres, sensory/festival marketplaces, leisure/cityscapes, department stores and fashion, the book offers thought-provoking insights into the past, present and future of tourist retail across a variety of global locations. Given the emphasis upon consumer experience in place and space study and the apparent importance of retail activities within the tourism sphere, this book will be valuable reading for all those interested in retail, tourism and wider socio-cultural leisure environments and behaviours.

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