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Zeithaml, V.A. and Bitner, M.J. (2003) *Services Marketing: Integrating Customer Focus across the Firm*. 3rd Edition, Irwin McGraw-Hill, New York. has been cited by the following article: TITLE: Managing Emotional Labour in Service Encounters in Healthcare Occupation in Bangladesh. AUTHORS: Muhammad Faisal Chowdhury

Zeithaml, V.A. and Bitner, M.J. (2003) Services Marketing ...

Zeithaml, Valarie A, Mary Jo Bitner, and Dwayne D Gremler. *Services Marketing : Integrating Customer Focus Across the Firm*. 6th ed. New York: McGraw-Hill Irwin, 2013.

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services marketing textbook (Zeithaml, Bitner, and Gremler, 2009) have further elaborated on. the gaps by delineating specific strategies for. closing each of them. We will expand briefly on.

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Services Marketing by Zeithaml, Valarie a ; Bitner, Mary Jo

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Table 1-2 Services are Different Source : Adapted from Valarie A. Zeithaml, A. Parasuraman, and Leonard L. Berry, "Problems and Strategies in Services Marketing," Journal of Marketing 49 (Spring 1985): 33-46.

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Services Marketing. Author. Zeithaml. Publisher. McGraw-Hill Education (India) Pvt Limited. ISBN.

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Services Marketing 6th edition (9780078112058) - Textbooks.com

SERVICES MARKETING, 3/e, by Zeithaml and Bitner provides a comprehensive review and analysis of services marketing issues, practice, and strategy. Utilizing the GAPS Model of Service Quality as an organizing framework the structure of the text offers part openers that sequentially build the model gap by gap.

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