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Chapter 2: Customer Behavior in Service Encounters. Slide © 2007 by Christopher Lovelock and Jochen Wirtz Kunz - Services Marketing 3. The Purchase Process for Services. Prepurchase Stage Service Encounter Stage Post-Encounter Stage. Slide © 2007 by Christopher Lovelock and Jochen Wirtz Kunz - Services Marketing 5. Imagine you just moved to a new town and you are looking for a.

Chapter 2: Customer Behavior in Service Encounters

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Chapter 2: Consumer Behavior in a Services Context

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Services Marketing 6/E. Chapter 2 - 8 Possession Processing Possession Processing. Customers are less physically involved compared to people processing services. Involvement is limited Production and consumption are separable. Slide 2007 by Christopher Lovelock and Jochen Wirtz. Services Marketing 6/E. Chapter 2 - 9 Mental Stimulus Processing

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Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of 'intangible' benefits and products, high-quality service operations and customer

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Service Products vs. Customer Service & After-Sales Service A firm's market offerings are divided into core product elements and supplementary service elements Need to distinguish between: Marketing of services - when service is the core product Marketing through service - when good service increases the value of a core physical good ...

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Chapter 2 Customer Behavior in a Services Context

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As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and ...

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This includes his collaboration with Dr Lovelock in writing one of the world's leading services marketing text books, "Services Marketing: People, Technology, Strategy, 7th edition" (Prentice Hall, 2011). Dr Wirtz serves on the editorial review boards of 11 academic journals.

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