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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 speci f i c strategies for. closing each of them. We will expand brie fl y 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. 0070660077, 9780070660076. Export Citation.

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