



Principles of Services Marketing

Professor Adrian Palmer

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Now in its seventh edition, Principles of Services Marketing has been revised and updated throughout to reflect the most recent developments in this fast-moving and exciting sector. With a stronger emphasis on emerging and global economies, it's been restructured to give clearer focus on key issues of efficiency, accessibility and customer experience. This authoritative text develops an indispensable framework for understanding services, their effective marketing and how this drives value creation. Key Features: opening vignettes introduce a chapter's key themes with short examples that present topics in familiar, everyday scenarios students can relate to; longer case studies feature well-known companies and provide an opportunity to analyse real-life scenarios and apply understanding; 'In Practice' vignettes drawn from services organizations from around the world and how services are delivered and experienced by customers; 'Thinking Around the Subject' boxes examine the operational challenges of putting theory in to practice; 'Summary & links to other chapters' reinforce the main topics covered and how they fit within the wider context of services marketing to improve overall understanding of the subject; and expanded coverage of key topics such as service dominant logic, services capes and the use of social media explore the latest theory and practice. It reflects the importance of marketing for public services and not-for-profit organizations. It includes new chapters on service systems and the experiential aspects of service consumption.

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