1. Record Nr. UNINA9910155157303321 Autore Wirtz Jochen Titolo Winning in service markets: success through people, technology and strategy / / Jochen Wirtz Pubbl/distr/stampa New Jersey:,: World Scientific,, 2017 ©2017 Descrizione fisica 1 online resource (704 pages): color illustrations, charts 658 Disciplina Soggetti Service industries - Marketing Branding (Marketing) Customer relations Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Title from PDF file title page (viewed December 1, 2016). Nota di bibliografia Includes bibliographical references and index. Sommario/riassunto "Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge. Derived from the globally leading textbook for Services Marketing by the same author, this book offers a comprehensive overview of extant knowledge on the topic. Accessible and practical, Winning in Service Markets bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and

management from around the world."--Publisher's website.