Record Nr. UNINA9910449865503321 Service recovery and service continuity [[electronic resource] /] / guest **Titolo** editors Steve Baron, Kim Harris and Dominic Elliott Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2005 **ISBN** 1-280-50924-4 9786610509249 1-84544-587-2 Descrizione fisica 1 online resource (100 p.) Collana Journal of services marketing; ; v.19, no. 5 Altri autori (Persone) **BaronSteve ElliottDominic** HarrisKim Disciplina 658.812 Soggetti Customer relations Customer services Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di contenuto Contents; Guest editorial; The impact of perceived justice on consumers' emotional responses to service complaint experiences; The impact of choice on fairness in the context of service recovery; Typologies of e-commerce retail failures and recovery strategies: Antecedents and outcomes of service recovery performance in a public health-care environment; Business (not) as usual: crisis management, service recovery and the vulnerability of organisations; When service failure is not service failure: an exploration of the forms and motives of "illegitimate" customer complaining Crisis management and services marketingBlending services and crises: a few questions and observations; Executive summary and implications for managers and executives; Sommario/riassunto Steve Baron is Professor of Marketing at the University of LiverpoolManagement School, and Head of the Division of Marketing andInternational Business. He is Chair of the UK Academy of

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