Record Nr. UNINA9910450255403321 Autore Gilmore Audrey Titolo Services, marketing and management [[electronic resource] /] / Audrey Gilmore Pubbl/distr/stampa London, : SAGE, c2003 0-7619-4158-4 **ISBN** 1-280-36864-0 9786610368648 1-4129-3216-5 Descrizione fisica 1 online resource (221 p.) Disciplina 658.8 Soggetti Service industries - Management Service industries - Marketing Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and indexes. Nota di bibliografia Nota di contenuto Cover; Contents; Chapter 1 - Underpinning Concepts of Services Marketing Management: Chapter 2 - Evaluation and Measurement pf Services: Chapter 3 - Services Marketing in Specific Contexts - the For-Profit Sector: Chapter 4 - Services Marketing in Specific Contexts - the Not-for-Profit Sector; Chapter 5 - Organizational Influences on Services Management; Chapter 6 - Management Styles and Emphasis for Services Marketing: Chapter 7 - Internal Marketing in Service Organizations; Chapter 8 - Management Competencies for Services Marketing; Chapter 9 - Contemporary Issues in Services Marketing Chapter 10 - Services Marketing Management - What does the Future Hold?Author Index; Subject Index Sommario/riassunto This text provides an overview of the characteristics and underlying principles of delivering services in today's marketplace, and places these issues in the context of the frameworks and activities of various types of organization, such as financial services, tourism, charities and

museums.