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| Autore | Rust Roland |
| Titolo | Service quality [[electronic resource]] : new directions in theory and practice // editors, Roland T. Rust, Richard L. Oliver |
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| Altri autori (Persone) | RustRoland T OliverRichard L. <1945-2016.> |
| Disciplina | 658.812 |
| Soggetti | Consumer satisfaction Customer services - Quality control Customer services -- Quality control Commerce Business & Economics Marketing & Sales Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Cover; Contents; Introduction to the Series; 1 - Introducing Service Quality; 2 - Conceptualization and Measurement of Service Quality; 3 - Service Operations and the Presence of the Customer; 4 - Service Climate; 5 - Where Are We and Where Do We Go From Here?; Author Index; Subject Index; About the Authors |
| Sommario/riassunto | Discussing the latest research and theory in customer satisfaction and services marketing, the topics include: the measurement of the managerial impact on service quality improvement; new methods of assessing the various elements of service quality; and philosophies of the nature of customer value. |