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commitment impact on brand and business performance; 11 Services marketing starts from within; 12 Internal Marketing: A relationships and value-creation view; Part V Developments  
13 A meta-model of internal marketing  
14 Internal relationship management: Broadening the scope of internal marketing; 15 Internal marketing: A step too far; 16 A broader conception of internal marketing: A social constructionist perspective; Part VI Conclusion; 17 End-view: Directions for management; Index

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Sommario/riassunto

Bringing together contributions from leading writers in the field of service marketing and management, this book represents a much-needed source of current research and conceptual development in internal marketing. Key themes and issues explored include: \* the social model of marketing \* the human resource management perspective \* marketing and service management \* quality management \* organizational development \* corporate identity, image and reputation \* corporate communication. Comprising new theoretical and empirical work, this book also features in depth c

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