Record Nr. UNINA9910783213803321 Cultural perspectives on services marketing [[electronic resource] /] / **Titolo** quest editor: Michael Laroche Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2005 **ISBN** 1-280-50886-8 9786610508860 1-84544-303-9 Descrizione fisica 1 online resource (57 p.) Collana Journal of services marketing; ; v.19, no. 3 Altri autori (Persone) La RocheMichael Disciplina 338.6 338.6042 Soggetti Customer services Service industries Lingua di pubblicazione Inglese Formato Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Contents: Guest editorial: Modeling consumer satisfaction and wordof-mouth: restaurant patronage in Korea; The service quality dimensions and patient satisfaction relationships in South Korea: comparisons across gender, age and types of service; Does Hispanictargeted advertising work for services?; Incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers; Individualistic orientation and consumer susceptibility to interpersonal influence An empirical assessment of comparative approaches to service quality measurement Sommario/riassunto Thie e-book features papers from the second meeting of the Royal Bank International Research Seminar which took place in Montreal at the John Molson School of Business, Concordia University, September 26 and 27, 2003. The main topic of this international seminar was

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