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Nota di contenuto	Cover; Contents; Preface and Acknowledgments; Introduction; Service Reflections: Services in the Village; Service Reflections: Service Marketing Comes of Age; Section I - Services: The Setting; Part 1 - Environment/Performance; Chapter 1 - Services as Theater: Guidelines and Implications; Chapter 2 - The Servicescape; Chapter 3 - Impression Management in Services Marketing; Chapter 4 - A Model of Aesthetic Value in the Servicescape; Part 2 - Technology/Participation; Chapter 5 - Self-Service and Technology: Unanticipated and Unintended Effects on Customer Relationships Chapter 6 - Technology in Service Delivery: Implications for Self Service and Service SupportChapter 7 - Customer Participation in Services Production and Delivery; Chapter 8 - Perceived Control and the Service Experience; Section II - Services: Demand Management; Chapter 9 - Services and Seasonal Demand; Chapter 10 - Waiting for Service: Perceptions Management of the Wait Experience; Chapter 11 - Pricing the Service Offering: An Integrative Perspective; Section III - Services:

Excellence and Profitability

Chapter 12 - The Service Profit Chain: Intellectual Roots, Current Realities, and Future ProspectsChapter 13 - Estimating the Return on Quality: Providing Insights Into Profitable Investments in Service Quality; Chapter 14 - Customer Satisfaction With Service; Chapter 15 - The Customer Satisfaction Index as a Leading Indicator; Section IV - Service Recovery; Chapter 16 - Service Recovery: Research Insights and Practices; Chapter 17 - Complaining; Chapter 18 - Service Guarantees: Research and Practice; Section V - Service Relationships; Chapter 19 - Relationship Marketing and Management
Chapter 20 - Antecedents and Consequences of Service Quality in Business-to-Business ServicesChapter 21 - Sources and Dimensions of Trust in Service Relationships; Chapter 22 - Service Relationships, Pseudo-Relationships, and Encounters; Chapter 23 - Brand Switching and Loyalty for Services; Chapter 24 - Frequency Programs in Service Industries; Chapter 25 - Smart Services: Competitive Advantage Through Information-Intensive Strategies; Section VI - Services: The Firm; Chapter 26 - Functional Integration in Services: Understanding the Links Between Marketing, Operations, and Human Resources
Chapter 27 - Shaping Service Cultures Through Strategic Human Resource ManagementChapter 28 - Service Operations Management: A Field Guide; Chapter 29 - Addressing Services Marketing Challenges Through Franchising; Closing Observations; Name Index; Subject Index; About the Editors; About the Contributors

Sommario/riassunto

This is a comprehensive, practical and theoretical guide to the latest thinking in the foundations of services. The authors present contributions from the world's leading experts on services marketing and management.
