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Autore	Appannaiah H. R
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Sommario/riassunto	Chapter 1. SERVICES MANAGEMENT - AN OVERVIEWChapter 2. SERVICES CLASSIFICATIONChapter 3. MARKETING MIX OF SERVICESChapter 4. CUSTOMER RELATIONSHIP MANAGEMENT INSERVICES Chapter 5. PLANNING AND MANAGING SERVICE DELIVERYChapter 6. TOURISM MANAGEMENTChapter 7. TRAVEL SERVICESChapter 8. HEALTH CARE SERVICESChapter 9. HOTEL INDUSTRY.