

1. Record Nr.	UNINA9910807454703321
Autore	Kuada John
Titolo	Service marketing in Ghana : a customer relationship management approach // John Kuada & Robert Hinson
Pubbl/distr/stampa	London, England ; ; Asokoro, Nigeria : , : Center for Sustainability and Enterprise Development : , : Adonis & Abbey Publishers Ltd, , 2014 ©2014
ISBN	1-912234-46-7
Descrizione fisica	1 online resource (116 p.)
Disciplina	658.8
Soggetti	Service industries - Marketing - Ghana
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 at the end of each chapters and index.
Nota di contenuto	Front ; TABLE OF CONTENTS; CHAPTER ONE; CHAPTER TWO; CHAPTER THREE; CHAPTER FOUR; CHAPTER FIVE; CHAPTER SIX; CHAPTER SEVEN; CHAPTER EIGHT; CHAPTER NINE; CHAPTER TEN; Index