

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910810000603321 |
| Titolo | Cultural perspectives on services marketing [[electronic resource] /] / guest editor: Michael Laroche |
| Pubbl/distr/stampa | Bradford, England, : Emerald Group Publishing, c2005 |
| ISBN | 1-280-50886-8 9786610508860 1-84544-303-9 |
| Edizione | [1st ed.] |
| 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 word-of-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 Hispanic-targeted 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 | This 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 Cultural perspectives on services marketing. |