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| Edizione                | [1st ed.]  |
| Descrizione fisica      | 1 online resource (ix, 289 p.) : ill   |
| Collana                 | Foundations for organizational science   |
| Altri autori (Persone)  | WhiteSusan S   |
| Disciplina              | 658.812  |
| Soggetti                | Customer services - Quality control - Research<br>Customer services - Management - Research<br>Consumer satisfaction - Research  |
| 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 and indexes.   |
| Nota di contenuto       | Cover; Contents; Introduction to the Series; 1 - Introducing Service Quality; 2 - Conceptualization and Measurement of Service Quality; 3 - Service Operations and the Presence of the Customer; 4 - Service Climate; 5 - Where Are We and Where Do We Go From Here?; Author Index; Subject Index; About the Authors |
| Sommario/riassunto      | Discussing the latest research and theory in customer satisfaction and services marketing, the topics include: the measurement of the managerial impact on service quality improvement; new methods of assessing the various elements of service quality; and philosophies of the nature of customer value.          |