Record Nr. UNINA9910824231403321 Services research in a cross-cultural/cross-national context / / guest **Titolo** editor: John B. Ford Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2005 **ISBN** 1-280-50899-X 9786610508990 1-84544-319-5 Edizione [1st ed.] Descrizione fisica 1 online resource (137 p.) Collana International marketing review; ; v.22, no. 3 Altri autori (Persone) FordJohn B Disciplina 658.8 658.8342 Soggetti Marketing research Service industries Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Dimensions Nota di contenuto of service quality in developed and developing economies: multicountry cross-cultural comparisons; "I" versus "we"; A comparison of service quality dimensions conveyed in advertisements for service providers in the USA and Korea; Raising services' tangibility in foreign markets via marketing; Comparing US and European perspectives on B2B repair service quality for mission-critical equipment; Beyond disconfirmation; Call for papers This special issue of International Marketing Review focuses on Sommario/riassunto "Services research in across-national or cross-cultural context." The growth of the services sector in a global context has been and continues to be phenomenal. While excellent quantitative as wellas qualitative research is ongoing in many individual country settings, there is littlewhich has been published in a cross-national or cross-cultural context.