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Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006 ...

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Synopsis "Services Marketing, 3/e", by Zeithaml and Bitner provides a comprehensive review and analysis of services marketing issues, practice, and strategy. Utilizing the GAPS Model of Service Quality as an organizing framework the structure of the text offers part openers that sequentially build the model gap by gap.

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