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specifically the gaps model, a popular ...

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Zeithaml V, Bitner M, Gremler D, 2009,
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edition, McGraw-Hill Irwin, USA. Kaspe H,
Helsdingen P, Gabbott M, 2006, Services

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Marketing Management: A Strategic
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This summary contains all the chapters
of the book "Marketing Services -
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Marketing Management indicated for Services Marketing. It is an English summary of 70 pages, containing references to the book (eg see table 2.1 on page 89).

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