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PART ONE: FOUNDATIONS FOR SERVICES MARKETING Chapter 1. Introduction to Services Chapter 2. Conceptual Framework for the Book: The Gaps Model of Service Quality PART TWO: FOCUS ON THE CUSTOMER Chapter 3. Consumer Behavior in Services Chapter 4. Customer Expectations in Services Chapter 5. Services Marketing: Integrating Customer Focus Across the ...

This article discusses services marketing strategy in the context of the gaps model, demonstrating that closing the all-important customer gap is a function of closing four gaps on the service

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