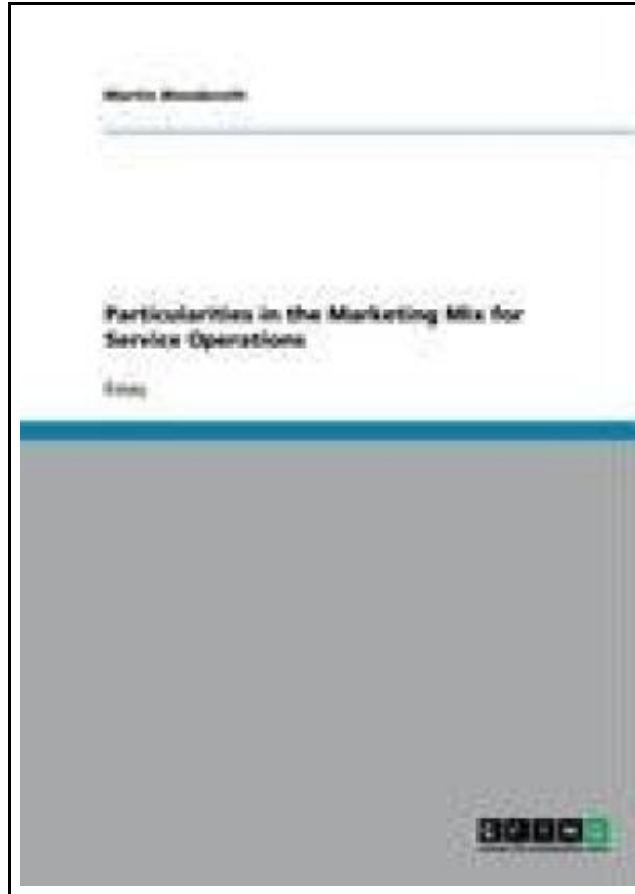


Particularities in the Marketing Mix for Service Operations



Filesize: 5.46 MB

Reviews

Basically no words to clarify. Of course, it is perform, still an amazing and interesting literature. Its been printed in an exceptionally basic way which is only soon after i finished reading through this ebook where actually altered me, change the way i really believe.

(Newton Runolfsson)

PARTICULARITIES IN THE MARKETING MIX FOR SERVICE OPERATIONS



To read **Particularities in the Marketing Mix for Service Operations** PDF, remember to follow the link under and save the document or have accessibility to additional information that are relevant to **PARTICULARITIES IN THE MARKETING MIX FOR SERVICE OPERATIONS** ebook.

GRIN Verlag Feb 2009, 2009. Taschenbuch. Book Condition: Neu. 221x149x20 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 5 (excellent), University of Pécs (International PhD Program), course: Marketing I, 30 entries in the bibliography, language: English, abstract: Johnston and Clark (2001, p.3) point out, that everybody is everyday coming several times into contact with service operations. Following Bruhn (1993, p. 781), highly developed economies can be characterised by an over proportional and strong growth of the service sector. Evidence to this statement can be given evidence looking at the statistics in different countries. For example: In 2005, 72% of all employees in the Federal Republic of Germany had been employed in the service sector, representing an increase of 13%-points compared to 1991 (Statistisches Bundesamt, 2007, p. 291). The before mentioned development, as well as the dynamic of service sector in itself, has lead to an increasing interest in the special problems of service marketing (Rust and Chung, 2006, pp.560-561). The present essay will explore particularities regarding the marketing mix in service operations. Therefore, first of all the most important terms such as service, service marketing and marketing instruments will be defined. In the following, the 7P's of the marketing mix for service operations under consideration of the characteristics of services will be examined. Finally, the most important findings and interactions will be summarised and conclusions will be derived. 24 pp. Englisch.



Read Particularities in the Marketing Mix for Service Operations Online



Download PDF Particularities in the Marketing Mix for Service Operations

You May Also Like



[PDF] Psychologisches Testverfahren

Click the hyperlink below to get "Psychologisches Testverfahren" PDF document.

[Save Document »](#)



[PDF] Programming in D

Click the hyperlink below to get "Programming in D" PDF document.

[Save Document »](#)



[PDF] Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

Click the hyperlink below to get "Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)" PDF document.

[Save Document »](#)



[PDF] You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Click the hyperlink below to get "You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most" PDF document.

[Save Document »](#)



[PDF] Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Click the hyperlink below to get "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)" PDF document.

[Save Document »](#)



[PDF] Houdini's Gift

Click the hyperlink below to get "Houdini's Gift" PDF document.

[Save Document »](#)