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Bitner was a founding faculty member of the Center for Services Leadership created for the study of services marketing and management. Dr. Bitner has published more than 50 articles and has received a number of awards for her research in leading journals, including the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Retailing, International Journal of Service Industry Management, and Academy of Management Executive.

Services Marketing: Integrating Customer Focus Across the ...

In 2003, Dr. Bitner was honored with the Career Contributions to

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the Services Discipline award by the American Marketing Association's Services Special Interest Group. Valarie Zeithaml is an award-winning teacher and researcher, and an internationally recognized pioneer of services marketing.

Services Marketing (6th Edition): Zeithaml, Valerie ...

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Zeithaml, Mary Jo Bitner: Edition: reprint: Publisher: McGraw Hill,
1996: ISBN: 0070782504, 9780070782501: Length: 700 pages :
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Services Marketing - Valarie A. Zeithaml, Mary Jo Bitner

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Services Marketing, 4/e, by Zeithaml and Bitner provides a
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Zeithaml, V.A. and Bitner, M.J. (2003) Services Marketing Integrating Customer Focus across the Firm. 3rd Edition, Irwin McGraw-Hill, New York.

Zeithaml, V.A. and Bitner, M.J. (2003) Services Marketing

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Zeithaml, V.A. and Bitner, M.J., 1996. Service Marketing, New York : McGraw-Hill Companies, Inc.

Zeithaml, V.A. and Bitner, M.J., 1996. Service Marketing

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Later publications and a leading services marketing textbook (Zeithaml, Bitner, and Gremler, 2009) have further elaborated on the gaps by delineating specific strategies for closing each of them. We will expand briefly on key strategies used to close each of the gaps. 2 The Customer Gap The customer gap is the

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heart of the gaps model.

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(PDF) Services Marketing Strategy

Zeithaml, Valarie A, Mary Jo Bitner, and Dwayne D Gremler.
Services Marketing : Integrating Customer Focus Across the Firm. 6th ed. New York: McGraw-Hill Irwin, 2013.

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specific strategies for closing each of them.

2 services marketing strategy

Service Marketing mix: 7 P's model by Booms and Bitner The 7 Ps model, also known as the services marketing mix, goes beyond the four basic marketing principles for product marketing. Services have unique characteristics, for example intangibility, heterogeneity, inseparability and perish-ability.

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