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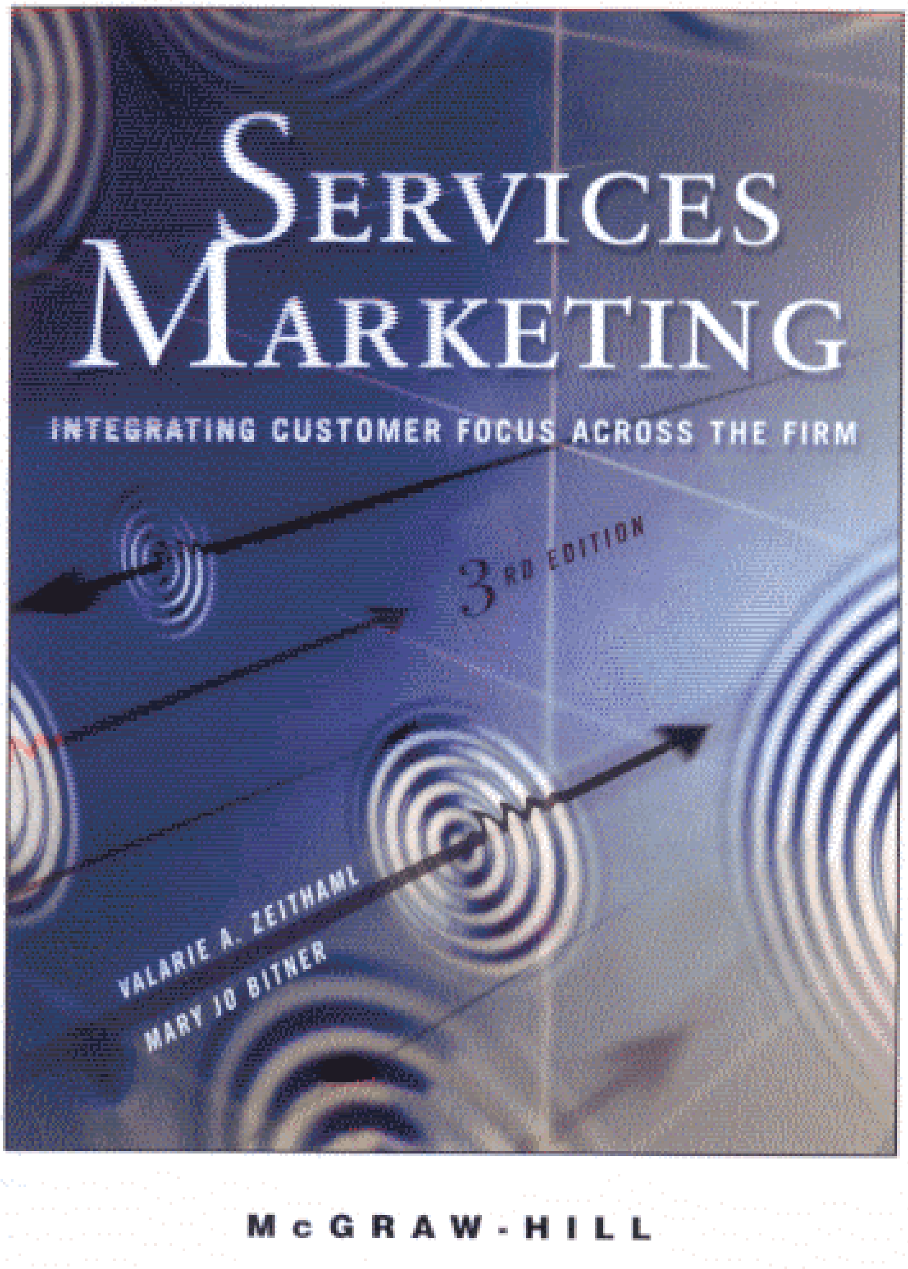

SERVICES MARKETING

INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM

3RD EDITION

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McGRAW-HILL

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