

<<服务营销>>

图书基本信息

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内容概要

服务市场营销组合的构成要素是什么？

服务企业的市场营销组合与其他企业有什么不同？

如何才能制定合理的服务战略，以便更有效地参与竞争？

服务企业在国际范围内扮演何种角色？

本书对上述问题及其他有关问题作了清楚而确切的解释。

对于那些接受短期培训的管理者、MBA，以及想迅速了解这一问题核心内容的教师和学生来说，都不失为极具价值的参考书。

它还可以作为管理人员的藏书，以及那些有抱负的管理人员完善自己知识和技能的参考资料。

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