

3GE Collection on Business Management: Services Marketing

Marketing is at every place. In a formal or informal way, people and organizations are associated in a variety of activities that could be called marketing. Good marketing has become an increasingly important element for business success, and marketing has a profound impact on any company. Marketing is relevant to almost every aspect in our daily lives. We should understand that advertising strategy is both an art and a science. It is multi-functional because it chooses target market, gets prospective customers through creating, delivering and communicating superior customer value. Services are inherently intangible, are consumed simultaneously at the time of their production, cannot be stored, saved or resold once they have been used and service offerings are unique and cannot be exactly repeated even by the same service provider. Marketing of services is a relatively new phenomenon in the domain of marketing, having gained in importance as a discipline only towards the end of the 20th century. Services marketing first came to the fore in the 1980's when the debate started on whether marketing of services was significantly different from that of products so as to be classified as a separate discipline. Prior to this, services were considered just an aid to the production and marketing of goods and hence were not deemed as having separate relevance of their own.

In this book, you will learn how to properly analyze frameworks, tools, channels, data sets, customer behavioral data, decision-making factors, and strategies that support broader marketing decisions. Often times services marketing is regarded in terms of outcomes, but services marketing is also an ongoing analytic process. In this book, you will learn how to properly analyze frameworks, tools, channels, data sets, customer behavioral data, decision-making factors, and strategies that support broader marketing decisions. Service marketing is an art. Capacity of a service provider is of prime importance because it can attract the clients to obtain the services. It also requires impressive public relations. The organization, which maintains good rapport with client, is always a winner. At present, the regulatory agencies of governments play very important role at every junction. Thus, the service providers have to establish good rapport and live liaison with them to make clients demands fulfilled in time.

This book will be of valuable for services marketing and operations professionals; industry professionals interested in analyzing services marketing data to make strategic decisions; services marketing managers and professionals who interact directly and communicate with customers; and product marketing professionals transitioning into a marketing role in service-centric firms.



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