

Services Marketing

By David L. Kurtz, Kenneth E. Clow

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Services Marketing This practical guide is the first to take a behavioral/managerial approach to one of the fastest growing fields in marketing: services marketing! In an engaging and interesting writing style, the authors present the latest theories and concepts of both domestic and international services marketing, all within the context of how theory is applied in today's dynamic environment. Each chapter contains a short case that allows students an opportunity to apply the concepts of the chapter. All cases are real-world companies, from Scandinavian Airlines to Kinko's. Plus, Services in Action boxes in each chapter spotlight how real-world companies use the concepts. Finally, 8 comprehensive cases throughout the text require readers to integrate the concepts and theories they have learned. Services Marketing Homepage Check it Out! Sample tests Answers to Discussion Questions Links to services companies and articles PowerPoint slides www.wiley.com/college

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Editorial Review

From the Publisher
The marketing of services is fast becoming the hot new field on both domestic and international fronts. This stimulating textbook is the first to offer a behavioral, managerial approach to this topic designed for today's business environment. Provides boxed illustration files, comprehensive case studies that integrate theory and application, key-term glossaries for each chapter, and critical thinking exercises, including Internet exploration tasks that require web page analysis. Each chapter also includes a PowerPoint slide presentation.

From the Back Cover
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About the Author
David L. Kurtz is currently the R.A. and Vivian Young Chair of Business Administration at the University of Arkansas. Kurtz has previously held appointments at Seattle University, Eastern Michigan University, Davis & Elkins College, and Monash University (Australia). He is the author of 30 books and over 100 articles and papers. Kenneth E. Clow is currently an associate professor of marketing at Pittsburg State University. He has written over 60 journal and proceedings articles, most of which are in the services marketing field. In addition he owned and operated a service business for eight years.

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