

## Service Marketing Lovelock Chapter 12 Ppt

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Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...  
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Services Marketing 6/E. Chapter 12 - 44. Summary of Chapter 12: Managing Customer Relationships and Building Loyalty (1) Customer loyalty as an important driver of profitability for service firms so firms need to Assess value of loyal customer Narrow gap between actual and potential customer value.

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He is an author or co-author of over ten books, including Services Marketing – People, Technology, Strategy (World Scientific, 8th edition, 2015), co-authored with Professor Lovelock, which has become one of the world's leading services marketing text book that has been translated and adapted for over 26 countries and regions, and with sales of some 800,000 copies.