Marketing of Services: Quality Dimensions



Filesize: 2.2 MB

Reviews

This is the finest book i have got go through right up until now. I have got read and i also am confident that i am going to planning to read once again yet again in the future. You will not truly feel monotony at at any time of the time (that's what catalogs are for about if you check with me). (Taylor Medhurst)

MARKETING OF SERVICES: QUALITY DIMENSIONS



⇒ ×

New Century Publications, New Delhi, 2011. Hardcover. Book Condition: New. First. 14 cms. 224pp. The commercial market for services is huge and expanding worldwide. In India, services sector accounts for the largest share of Gross Domestic Product (GDP). In fact, it is the growth performance of the services sector which is sustaining the overall growth of the Indian economy in the face of a stagnating agricultural sector. In the wake of liberalization and openness policies of the Government, the marketing of services has become highly competitive. The focus of service providers has shifted from internal performance to external factors such as customers' satisfaction. Resultantly, quality of service provided has become the key source of differentiation in the market for various services. Quality is usually a slippery concept, easy to visualize yet difficult to define. As per Japanese production philosophy, quality implies zero defects in the firm?s offerings. Quality of service is the cornerstone of achieving success among competing services. Various policy measures have been undertaken by the Government of India to make India?s services sector internationally competitive. This book deals with the quality aspect of marketing of services, focusing on the following services: banking services, hospital services and services provided by fast food restaurants.

- Read Marketing of Services: Quality Dimensions Online
 - Download PDF Marketing of Services: Quality Dimensions

See Also



No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do You Have NO Friends? Are you tired of not having any...

Read Book »



The Right Kind of Pride: A Chronicle of Character, Caregiving and Community (Paperback)

Right Kind of Pride, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. After 20 years of marriage author Christopher Cudworth and his...

Read Book »



400+ Funny Jokes: Funny Jokes for Kids (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.400+ Funny Jokes for Kids! Are you looking for a fun book to keep...

Read Book »



Programming in D: Tutorial and Reference (Paperback)

Ali Cehreli, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. The main aim of this book is to teach D to readers who are...

Read Book »



1300+ Jokes: Animal Jokes for Kids (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.1300+ Funny Animal Jokes for Kids!Are you looking for a fun book to...

Read Book »