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Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of ||intangible|| benefits and products, high-quality service operations and customer

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Services Marketing Slide 2010 by Lovelock Wirtz Services Marketing 7e Chapter 1; Universitas Prasetya Mulya, Tangerang; MARKETING 101 - Summer 2015. CH1-3.pptx. 23 pages. Chapter 3 (1) University Of Georgia; MARKETING 4500 - Spring 2016. Chapter 3 (1) Company

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Summary Services Marketing Pricing objectives can include Generating revenues and profit, building demand, and developing user base Three main foundations to pricing a service Cost-based pricing Competition-based pricing Value-based pricing Firm must be aware of competitive pricing but may be harder to compare for services than for goods Slide © 2010 by Lovelock & Wirtz Services Marketing 7/e Chapter 6 || Page 33

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Chapter 1, ||Introduction to Services Marketing||, now explores the nature of the modern service economy more deeply, and covers B2B services, outsourcing and offshoring. Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

[Wirtz, Lovelock & Chew, Essentials of Services Marketing ...](#)

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[Chapter 10: Crafting the Service Environment](#)

Chapter 6. Setting Prices and Implementing Revenue Management Learning Objectives By the end of this chapter, the reader should be able to: LO 1 Recognize that effective pricing is central || - Selection from Essentials of Services Marketing, Second Edition [Book]

[Chapter 6, Setting Prices and Implementing Revenue ...](#)

The late Dr Christopher Lovelock was one of the pioneers of services marketing. ... Chapter 5 - Branding Service Products and Experiences Chapter 6 - Setting Prices and Implementing Revenue Management Chapter 7 - Promoting Services and Educating Customers Part III: Designing and Managing the Customer Interface ...

[Essentials of Services Marketing \(2nd Edition\): Jochen ...](#)

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