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7 Ps of Services Marketing

What is Literature Review and how to write it? *Designing and Managing Services in Marketing*. Wednesday April 1 2020 Chapter 13 Setting Product Strategy Part 1 *Customer Service Vs. Customer Experience* *Understanding Customer Services: Customer Expectations Differences Between Products and Services* What is Direct-To-Consumer? *What is Service Design?* How to Do a Gap Analysis **Product Marketing Vs Service Marketing by Clara Carozza MAR3023** What is SERVICES MARKETING? What does SERVICES MARKETING mean? SERVICES MARKETING meaning

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