

# **Pdf free Essentials of services marketing 2nd edition lovelock wirtz (2023)**

service marketing is an exclusive branch of marketing that sprung up in the early 80s because some specialized services required unique strategies unlike physical marketing strategies it centers on the business of non physical intangible or better said abstract goods services marketing is a form of marketing businesses that provide a service to their customers use to increase brand awareness and sales unlike product marketing services marketing focuses on advertising intangible transactions that provide value to customers services marketing is a specialized branch of marketing which emerged as a separate field of study in the early 1980s following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods services marketing typically refers to both business to consumer b2c and business to business b2b services and includes marketing of services such as telecommunications services financial services all types of hospitality tourism leisure entertainment services service marketing is the marketing and selling of intangible products non physical products services comprise all of those personal facilities which we require from time to time like medical care education renting of living spaces and vehicles hair cut spas musical concerts dance classes etc service marketing focuses on bringing intangible benefits to customers or benefits that they can't see touch or feel professionals use service marketing to build loyalty and maintain long term relationships with customers

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