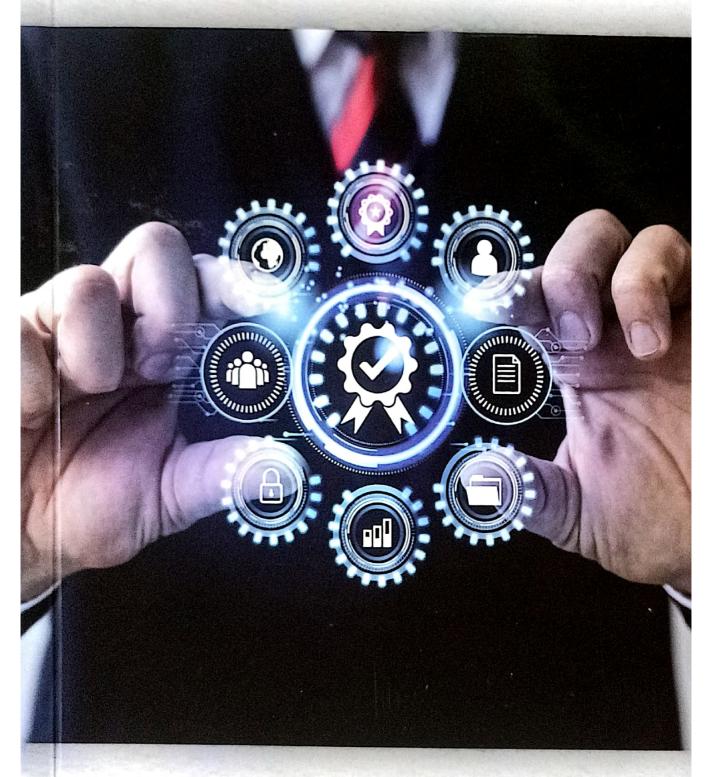
## Service Marketing



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## SERVICE MARKETING

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## Preface

style. The matter has been presented in a precise manner. to explain the main concepts of the subject in a simple andlucid universities. In preparing this edition we have made everyeffort book is thoroughly written in the framework for all Indian "Service Marketing", for B.Sc., B.E and MBA students. The gives us immense pleasure to bring out the book.

in simple terms. understanding. All the important concepts have been explained effortto explain the contents from the point of view of students the practising managers of today. We have taken great care and inmind the expectations and requirements of the students and In writing this book and bringing it out, we have constantly kept

make this book more useful from the readers. We always welcome their suggestions have confident that this book will receive appreciation

Dr. M. Mekala Dr. Bhuwan Gupta Dr. M Sulaipher Ms. Arpita Sastri

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