

Service Marketing



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Preface

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

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

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

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