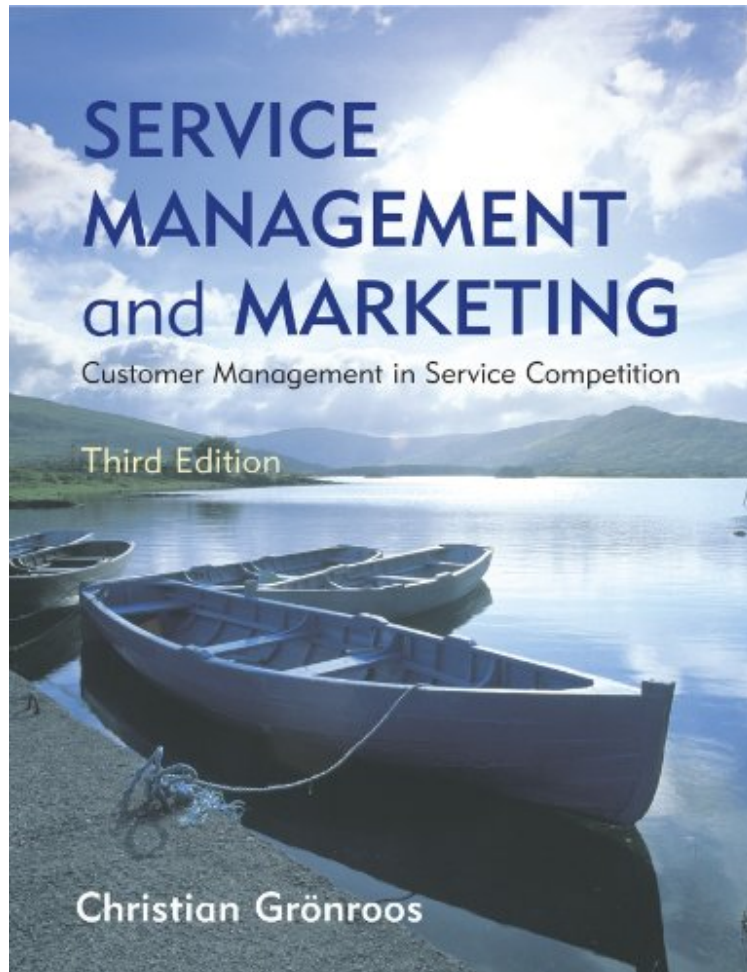


# Service Management and Marketing: Customer Management in Service Competition

*Christian Gronroos*

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This fully updated third edition examines customer management in service competition and focuses on adopting a service logic in marketing. Christian Gronroos explains how to manage any organization as a service business, showing how to move closer to current and future customers. The service logic is all about customer focused management and service management, using current academic research and business practice to make organizations more successful. Topics that have been updated for the new edition include:

- Service and relationship perspectives
- Service and relationship quality
- Service management principles
- Profitability and productivity in services
- Integrated marketing communication
- Relationship communication and branding in services
- Internal marketing and service culture
- Why and how to transform a product-manufacturing firm into a service business

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About the Author

Christian Gronroos is Professor of Service and Relationship Marketing at the Hanken Swedish School of Economics and Business Administration, Finland. He is also the Chairman of the board of its research and knowledge centre CERS — Centre for Relationship Marketing and Service Management. Professor Gronroos's visiting professor or visiting scholar associations include Arizona State University, Stanford University, Lund University and Karlstad University, Sweden, University of Auckland, New Zealand, Nankai University, P.R.China, and Thammasat University, Thailand.