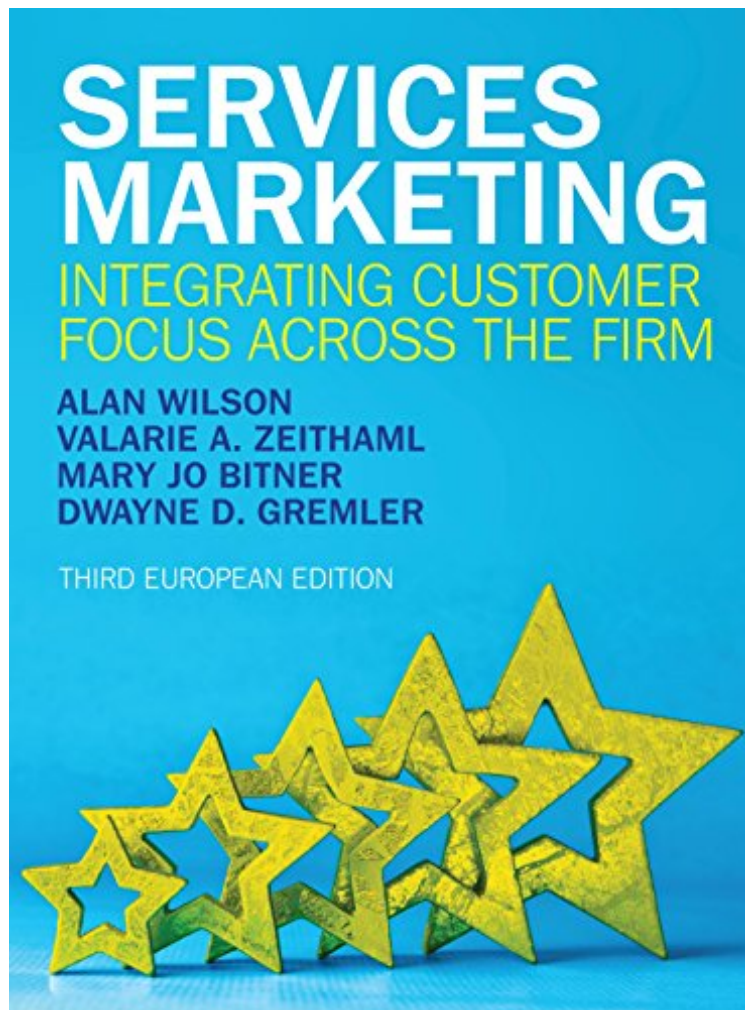


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SERVICES MARKETING: INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM

Alan Wilson, Valarie Zeithaml, Mary Jo Bitner
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