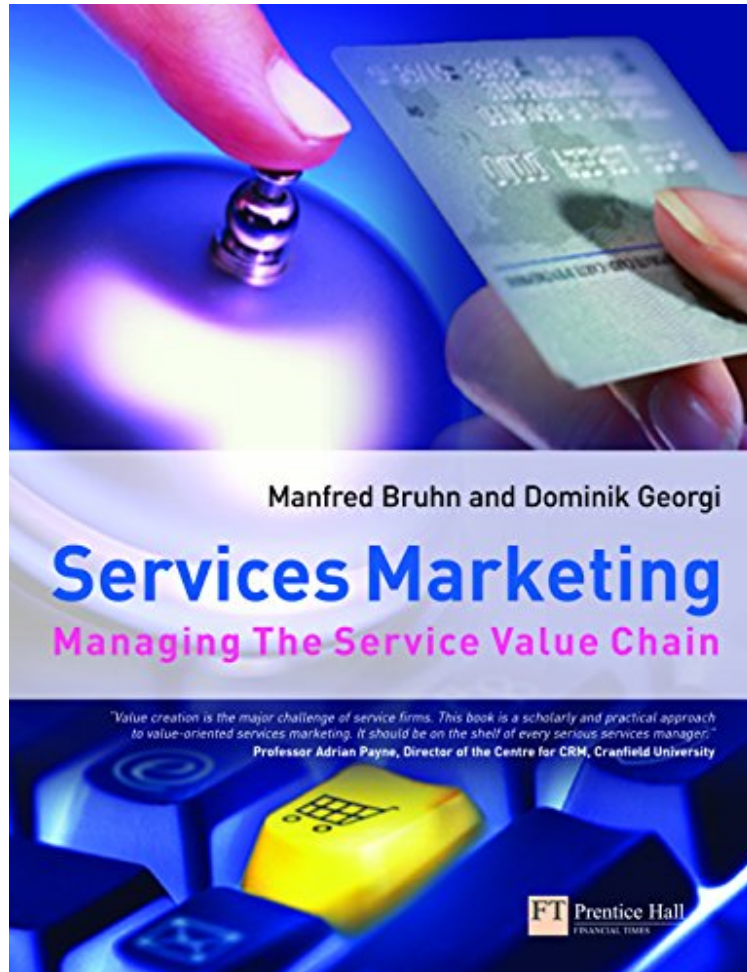


Services Marketing: Managing the Service Value Chain

Manfred Bruhn

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Services Marketing: Managing the Service Value Chain 1st edition argues that all service management efforts are aimed to enhance value in order to improve the bottom line. Written from a European perspective, the book demonstrates that through strategic orientation and innovation, the firm and shareholder will reap the benefits. Geared towards final year marketing students, the book is also useful for postgraduate students and for practitioners who work, or wish to specialise in the area of services management and marketing.

From the Back Cover Back Cover Copy-Bruhn/Georgi "Value creation is the major challenge of service firms - this book is a scholarly and practical approach to value-oriented services marketing. It should be on the shelf of every

serious services manager"Professor Adrian Payne, Director Centre for CRM, Cranfield University "An innovative and useful services marketing textbook" Dr. Manto Gotsi, University of Aberdeen Business School At last! A European services marketing text that presents the subject from a value orientation perspective. Services Marketing: Managing the Service Value Chain argues that all service management efforts are aimed to enhance value in order to increase the bottom line. Through strategic orientation and innovation, the firm/shareholder will reap positive benefits. nbsp;. "The Service Value Chain is an innovative approach for integrating cusomter orientation and the value orientation--two of the most important cornerstones of our strategy at Deutsche Telekom." Kai-Uwe Ricke, CEO, Deutsche Telekom (T-com, T-Mobile, T-Online, and T-Systems) Divided into five parts, Part 1 presents the core of the value-oriented services marketing approach. Partnbsp;2 focuses on the primary processes and elaborates upon provider activities within these processes. Partsnbsp;3 and 4 concentrate on the secondary value processes of services marketing. Finally, Partnbsp;5 links the value-oriented services marketing and its environment internally and externally to the service corporation. Idquo;This is a long awaited addition to the resource base for teaching Services Marketing to business students. By utilising the Value Chain Concept, nbsp;Bruhn and Georgi approach the topic from a novel perspective that is useful for students and practitioners alike.rdquo; Dr. Gillian Lyons, University of Wolverhampton Geared toward 3rd and 4th year marketing students, the book is also useful for postgraduate students and for practitioners who work, or wish to specialise, in the area of services management and marketing. "This textbook ostensibly demonstrates how services firms can create value by marketing. Lecturers and students will love the numerous cases and "Services Marketing in Action" boxes. Prof. Dr. Christian Homburg, University of Mannheim, Germany Prof. Dr. Manfred Bruhn is Professor of Marketing and Management at the Center for Economics and Business Administration (WWZ), University of Basel, Switzerland. He has authored numerous books and articles in the areas ofnbsp;services marketing, relationship marketing, integrated communications, sponsoring, internal marketing and retailing. Dr. Dominik Georgi is research associate at the Center for Economics and Business Administration (WWZ), University of Basel, Switzerland. He has authored books and articles in the areas of services marketing, quality management and relationship marketing. nbsp; LEAVE SPACE FOR SPLASH WEB PAGE ON BACK SOMEWHERE nbsp; nbsp; nbsp;