



# Services Marketing Christopher Lovelock Jochen Wirtz Seventh Edition

SERVICES MARKETING CHRISTOPHER LOVELOCK JOCHEN WIRTZ SEVENTH EDITION

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Ebook Marketing de servicios: personal, tecnología y estrategia Descripción y contenido. Esta obra proporciona un máximo de flexibilidad en la enseñanza y el aprendizaje de los temas que enfrentan los ejecutivos en marketing de servicios para comprender como se pueden satisfacer las necesidades de los clientes en un ambiente competitivo y globalizado.

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