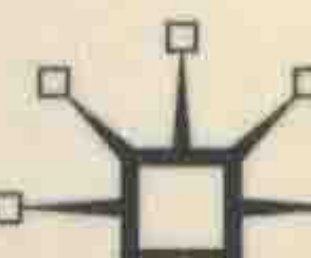




SERVICES MARKETING TEXT AND CASES

THIRD EDITION | STEVE BARON, KIM HARRIS & TONI HILTON



'A well written and accessible text, rigorously underpinned with theory and copious references. I particularly liked the emphasis on small scale businesses.' – **Adrian Palmer**, *Professor of Marketing, School of Business and Economics, University of Wales Swansea, UK*

'Services Marketing, third edition is relevant, topical and student friendly. With its in-depth case studies and novel features, 'It's in the News' and 'Postcards from Practice', it should prove a popular text for lecturers and students.' – **Isabelle Szmigin**, *Professor of Marketing, Birmingham Business School, University of Birmingham, UK*

'An excellent combination of real-world case studies and service marketing theory. Good for practitioners and students alike.' – **Simon Kelly**, *Senior Lecturer in Marketing, Sheffield Hallam University, UK*

We all *consume* services as part of our everyday life. In the USA, Western Europe, Australasia and Japan consumers spend more on services than on tangible goods: around 75% of the gross domestic product.

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- Topical news excerpts reveal the unseen impact of services
- 'Postcards from Practice' demonstrate how services marketing really works

Services Marketing is an essential resource for undergraduate and postgraduate students of marketing, and practitioners working in service industries.

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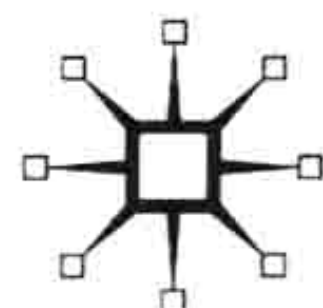
Services Marketing

Text and Cases

Third Edition

Steve Baron
Kim Harris
Toni Hilton

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'*Services Marketing* (third edition) is packed full of interesting, up-to-date case studies from all over the world. It is written in a refreshing style that peppers theory with practical scenarios. It is a tremendous read as the examples bring the book to life.'

– **Alexandra J. Kenyon**, *Chartered Marketer, Centre for Hospitality and Retailing, Leeds Metropolitan University, UK*

'The authors have clearly developed and updated sections to provide a better understanding of how services today conduct their business. Both the "Postcards from Practice" and the "It's in the News" articles are excellent new additions.'

– **David Ratcliffe**, *Senior Lecturer in Marketing, Northampton Business School, UK*

'*Services Marketing* (third edition) is relevant, topical and student friendly. With its in-depth case studies and novel features, "It's in the News" and "Postcards from Practice", it should prove a popular text for lecturers and students.'

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'An excellent combination of real-world case studies and services marketing theory. Good for practitioners and students alike.'

– **Simon Kelly**, *Senior Lecturer in Marketing, Sheffield Hallam University, UK*

'This book should be read by all academics, students and practitioners interested in service marketing. It is rich in models, theories and cases and offers an insight into the operations of many different service industries.'

– **Prof Okoso-Amaa**, *Dar es Salaam Business School, Mzumbe University, Tanzania*

'A well-written and accessible text, rigorously underpinned with theory and copious references. I particularly liked the emphasis on small-scale businesses.'

– **Adrian Palmer**, *Professor of Marketing, School of Business and Economics, University of Wales Swansea, UK*

Preface to the Third Edition

In the Preface to the second edition, in 2003, we noted how technology and Internet usage had radically changed learning opportunities since the first edition of the book was published in 1995. Now, a further six years on, we acknowledge how the discipline of services marketing has itself progressed significantly in tandem with the increased availability and usage of information and communication technology. Whereas, in the earlier editions, the book may have been slightly unusual with its concentration on people and experiences, the current debates on the service-dominant logic of marketing, with emphasis on operant resources, co-creation of value, relationships and consumer experiences, places it firmly in the mainstream of services marketing and service research.

We are grateful for the feedback on the first two editions from students and fellow lecturers, and from the reviewers of the current edition. The second edition sold well in Australasia, and we now have a third author from New Zealand (Toni Hilton) who has made a major contribution to this edition. We have nearly 14 years experience of using the book with mainly undergraduate and multinational MBA cohorts of students, and that has determined some of the changes we have made in order to enhance the pedagogical aspects.

New Features of the Third Edition

The structure of the book has proved to be robust and has not changed significantly. Nevertheless, there are new chapter headings and significant additions and deletions of content that reflect a move towards a terminology and exposition that is in keeping with the service-dominant logic of marketing. The chapter heading changes are not cosmetic, but are indicative of a different way of thinking about service and services. For example, we believe that a change in chapter title from 'Service Encounters' to 'Customer Interactions in Service' reinforces the notion of customers as co-creators of service value.

Only four case studies have been retained from the second edition, and a further seven have been added. There are three reasons for this. First, some of the features of the deleted case studies were no longer appropriate to customer experiences in 2008–09. These case studies do, however, have good learning elements in them, and are being made available separately on the companion website.

Second, a number of the new case studies are from out of the UK, and so add an international dimension. Third, the new cases acknowledge the choices available to consumers, through technology, more readily. The majority of case studies still have a small-business focus.

Four other features are new to this edition. 'Postcards from Practice' are included in each of the first ten chapters. They are reflections by practitioners on aspects of service as seen from an organisational and work experience perspective. 'It's in the News!' items are included in all eleven chapters. They demonstrate the prevalence and relevance of service issues in our everyday lives as reported by the media. We have chosen items under each heading which we believe are interesting and instructive. From experience, they can be used as introductions to a chapter or topic, or as a kind of mini-case study that stimulates classroom debate. We have also added an extensive glossary to help readers master the terminology associated with this exciting field of study. Finally, we would like to draw your attention to the companion website that accompanies this edition: www.palgrave.com/business/baron.

Acknowledgements

Once again we have received tremendous support during the preparation of this third edition of this book. Most notably we would like to thank those who have contributed a 'postcard from practice' or worked with us on the development of the case studies.

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STEVE BARON
KIM HARRIS
TONI HILTON

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