

教育部高校工商管理类教学指导委员会 双语教学推荐教材

PEARSON



BUSINESS
ADMINISTRATION
CLASSICS

工商管理经典教材·市场营销系列

Administration Classics

服务营销精要

Essentials of Services

(英文版)

Marketing

克里斯托弗·洛夫洛克 (Christopher Lovelock)

约亨·沃茨 (Jochen Wirtz)

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模和影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

- 突出管理类专业教材的实用性。本套教材既强调学术的基础性,又兼顾应用的广泛性;既侧重让学生掌握基本的理论知识、专业术语和专业表达方式,又考虑到教材和管理实践的紧密结合,有助于学生形成专业的思维能力,培养实际的管理技能。

- 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排,首先针对那些课程内容国际化程度较高的学科进行双语教材开发,在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验,使得双语教学贴近现实教学的需要;也有利于我们收集关于双语教学教材的建议,更好地

推出后续的双语教材及教辅材料。

- 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

- 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使我们的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

Preface

Services dominate the expanding world economy as never before, and nothing stands still. Technology continues to evolve in dramatic ways. Established industries and their often famous and old companies decline and may even disappear as new business models and industries emerge. Competitive activity is fierce, with firms often using new strategies and tactics to respond to changing customer needs, expectations and behaviors. Clearly, the skills in marketing services have never been more important. This book has been written in response to the global transformation of our economies to services.

As the field of services marketing grows, there is a need for business schools to equip their students with a services marketing text that is reader-friendly and easy to understand. This book aims to meet that need. It takes a strongly managerial perspective, yet is rooted in solid academic research. It is presented in an easily comprehensible way suitable for both practitioners and students alike. Practical management applications are reinforced by many examples within the 15 chapters. This is complemented by 20 outstanding classroom-tested cases.

This book has been designed to complement the materials found in traditional marketing principles texts. The book offers a carefully designed “toolbox” for service managers, teaching students how different concepts and frameworks can best be used to examine and resolve the varied challenges faced by executives and managers in different service industries.

For what types of courses can this book be used?

This text is suitable for courses directed at undergraduate and polytechnic students. Essentials in Services Marketing places marketing issues within a broader general management context. The book will appeal to students heading for a career in the service sector, whether at the executive or management level.

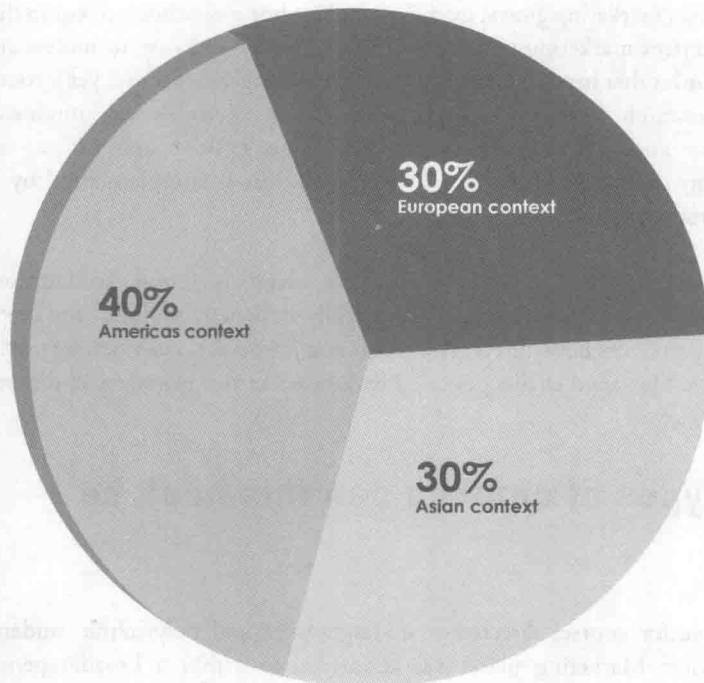
Whatever the job is in the services industry, a person has to understand the close ties that link the marketing, operations and human resources functions in service firms. With that perspective in mind, we have designed the book so that instructors can make selective use of chapters and cases to teach courses of different lengths and formats in either services marketing or services management.

The table on pages xxviii and xxix links the cases to the chapters in the book.

What are the book's distinguished features?

Key features of this highly readable book include:

- ▶ Strong managerial focus supported by the latest academic research. It not only helps service marketers to understand customer needs and behavior, but also to use these insights to develop strategies for competing effectively in the marketplace.
- ▶ Inclusion of carefully selected American, European and Asian cases to accompany the text chapters. This offers an international perspective.



- ▶ Systematic learning approach. Each chapter is organized in a way that is clear and easy to follow. Each chapter has:
 - An opening vignette, which introduces the concepts taught in the chapter
 - Learning markers that flag chapter milestones where content related to learning objectives are discussed
 - Interesting examples to link theory to practice
- ▶ *Know Your ESM* asks pointed questions designed to consolidate understanding of key concepts through discussion and study
- ▶ *Work Your ESM* extends understanding beyond the question-and-answer format through scenarios that exercise and apply the concepts learnt

What aids are available for instructors?

We have developed pedagogical aids to help instructors develop and teach courses built around this book and to create stimulating learning experiences for students both in and out of the classroom.

Teaching Aids within the Text

- ▶ An opening vignette highlights key issues discussed in the chapter.
- ▶ Learning objectives and milestone markers for these when a section provides material that meet these learning objectives.
- ▶ Boxed inserts throughout the chapters that often lend themselves to in-class discussion.
- ▶ Interesting graphics, photographs, and reproductions of advertisements enhance student learning, provide opportunities for discussion and add visual appeal.
- ▶ Keywords that help to reinforce important terms and concepts.
- ▶ Chapter summaries that meet each chapter's learning objectives.
- ▶ Review Questions and Application Exercises are located at the end of each chapter

Pedagogical Materials Available from the Publisher

- ▶ Detailed course design and teaching hints, plus sample course outlines.
- ▶ Chapter-by-chapter teaching suggestions plus discussion of learning objectives and sample responses to study questions and exercises.
- ▶ A description of 16 suggested student exercises and five comprehensive projects (designed for either individual or team work).
- ▶ Detailed teaching notes for each case, including teaching objectives, suggested study questions, in-depth analysis of each question, and helpful hints on teaching strategy designed to aid student learning, create stimulating class discussions, and help instructors create end-of-class wrap-ups and “takeaways.”
- ▶ A note that offers advice to students on case preparation and written analysis of cases.
- ▶ A test bank for use in quizzes and exams.
- ▶ More than 400 PowerPoint slides, linked to each chapter and featuring both “word” slides and graphics. All sides have been designed to be clear, comprehensible and easily readable.

中国人民大学出版社工商管理类英文版教材

序号	中文书名	英文书名	版次	作者	定价(元)	出版年份	ISBN
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(一)工商管理经典教材·核心课系列(教育部高校工商管理类教学指导委员会双语教学推荐教材)

1	经济学原理	Principles of Economics	9	Karl E. Case	59	2010	978-7-300-12321-9
2	宏观经济学原理	Foundations of Macroeconomics	4	Robin Bade, Michael Parkin	49	2011	978-7-300-12346-2
3	微观经济学原理	Foundations of Microeconomics	4	Robin Bade, Michael Parkin	49	2011	978-7-300-12345-5
4	管理学原理	Fundamentals of Management	6	Stephen Robbins	45	2010	978-7-300-12320-2
5	组织行为学	Essentials of Organizational Behavior	8	Stephen Robbins	49	2008	978-7-300-08782-5
6	战略管理	Strategic Management: Concepts and Cases	8	Michael A. Hitt	48	2009	978-7-300-10515-4
7	管理经济学	Managerial Economics	11	Mark Hirschey	38	2007	978-7-300-07769-7
8	人力资源管理	Human Resource Management: Gaining a Competitive Advantage	7	Raymond A. Noe	55	2011	978-7-300-13059-0
9	管理沟通	Management Communication	4	James S. O'Rourke, IV	48	2010	978-7-300-12028-7
10	商务统计学	Business Statistics	5	David M. Levine	48	2010	978-7-300-12067-6
11	管理信息系统	Essentials of Business Information Systems	7	Kenneth C. Laudon	49	2009	978-7-300-10317-4
12	商学精要	Business Essentials	8	Ronald J. Ebert Ricky W. Griffin	39	2010	978-7-300-12176-5
13	公司财务管理	Corporate Financial Management	2	Douglas R. Emery	38	2007	978-7-300-08366-7
14	商业研究方法	Business Research Methods	9	Donald R. Cooper	39	2007	978-7-300-08421-3
15	企业物流与供应链管理	Business Logistics/Supply Chain Management	5	Ronald H. Ballou	45	2008	978-7-300-08490-9
16	运作管理原理	Foundations of Operations Management	1	Larry P. Ritzman	30	2004	7-300-05679-2
17	运作管理	Operations Management	8	Jay Heizer, Barry Render	49	2009	978-7-300-10218-4
18	电子商务导论	Introduction to Electronic Commerce	2	Efraim Turban	49	2010	978-7-300-12166-6

(二)工商管理经典教材·国际化管理系列(教育部高校工商管理类教学指导委员会双语教学推荐教材)

1	国际贸易	International Trade	14	Thomas A. Pugel	39	2009	978-7-300-10657-1
2	国际金融	International Finance	14	Thomas A. Pugel	35	2009	978-7-300-10658-8
3	国际金融	International Finance	3	Keith Pilbeam	45	2009	978-7-300-10579-6
4	国际管理	International Management: Text & Cases	5	Paul W. Beamish	35	2005	7-300-06398-5
5	国际营销	International Marketing	14	Philip R. Cateora	42	2009	978-7-300-10656-4
6	国际商务	International Business	7	Charles W. L. Hill	45	2009	978-7-300-10339-6
7	全球商务	Global Business	1	Mike W. Peng	39.8	2009	978-7-300-11221-3

(三)工商管理经典教材·市场营销系列(教育部高校工商管理类教学指导委员会双语教学推荐教材)

1	市场营销学	Marketing: An Introduction	9	Gary Armstrong	49	2010	978-7-300-12306-6
2	消费者行为学	Consumer Behavior: Buying, Having, and Being	8	Michael R. Solomon	49	2010	978-7-300-12240-3
3	全球营销学	Global Marketing	4	Warren J. Keegan	36	2005	7-300-06726-3
4	网络营销	E-Marketing	5	Judy Strauss	49	2010	978-7-300-12153-6
5	广告学:原理与实务	Advertising: Principles and Practice	7	William Wells, Sandra Moriarty, John Burnett	55	2009	978-7-300-08781-8
6	战略品牌管理	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	3	Kevin Line Keller	58	2009	978-7-300-10655-7
7	销售管理	Sales Management	1	John J. Tanner, Jr.	48	2010	978-7-300-12426-1

(四)工商管理经典教材·人力资源管理系列

1	绩效管理	Performance Management	1	Herman Aguinis	35	2008	978-7-300-09061-0
2	国际人力资源管理	International Human Resource Management	5	Peter J. Dowling	39	2010	978-7-300-11222-0

(五)工商管理经典教材·运营管理系列

1	当代物流学	Contemporary Logistics	9	Paul R. Murphy, Jr. Donald F. Wood	45	2009	978-7-300-10101-9
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2	供应链设计与管理: 概念、战略与案例研究	Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies	3	David Simchi-Levi Philip Kaminsky Edith Simchi-Levi	45	2009	978-7-300-11099-8
3	服务运营管理	Service Operations Management	3	Robert Johnston	49	2010	978-7-300-11915-1

(六) 工商管理经典教材·英文影印版

1	亚洲营销管理	Marketing Management: An Asian Perspective	3	Philip Kotler	68	2004	7-300-06101-X
2	战略过程	Strategy Process: Concepts, Contexts, Cases	4	Henry Mintzberg	48	2005	7-300-05227-4
3	经理人财务管理	Finance for Executives: Managing for Value Creation	3	Gabriel Hawawini	49	2006	7-300-07752-8
4	商业研究方法	Business Research Methods	8	Donald R. Cooper	66	2004	7-300-04970-2
5	基础商务沟通	Basic Business Communication: Skills For Empowering the Internet Generation	10	Raymond V. Lesikar	38	2004	7-300-06182-6
6	管理沟通	Management Communication	1	Arthur H. Bell	48	2004	7-300-06045-5

(七) 哈佛商学院案例·MBA 核心课案例教学推荐教材

1	企业、政府与国际经济	Business, Government & the International Economy		哈佛商学院	48	2005	7-300-06669-0
2	组织行为学	Organizational Behavior		哈佛商学院	45	2005	7-300-06673-9
3	技术与运营管理	Technology and Operations Management		哈佛商学院	48	2005	7-300-06671-2
4	公司财务管理	Corporate Financial Management		哈佛商学院	45	2005	7-300-06677-1
5	供应链管理	Coordinating and Managing Supply Chains		哈佛商学院	39	2005	7-300-06670-4
6	财务报告与控制	Financial Reporting & Control		哈佛商学院	39	2005	7-300-06676-3
7	领导学	Leadership and Corporate Accountability		哈佛商学院	38	2005	7-300-06672-0
8	战略管理	Strategy		哈佛商学院	45	2005	7-300-06675-5
9	人力资源管理	Human Resource Management		哈佛商学院	38	2005	7-300-06674-7
10	营销管理	Marketing Management		哈佛商学院	48	2005	7-300-06678-X

(八) 双语教学丛书

1	宏观经济学原理	Foundations of Macroeconomics	2	Robin Bade Michael Parkin	49	2004	7-300-05519-2
2	微观经济学原理	Foundations of Microeconomics	2	Robin Bade Michael Parkin	49	2004	7-300-05520-6
3	组织行为学精要(注释本)	Essentials of Organizational Behavior	7	Stephen Robbins	35	2009	978-7-300-10903-9
4	战略管理精要(注释本)	Essentials of Strategic Management	3	J. David Hunger	29	2004	7-300-05753-5
5	管理经济学	Managerial Economics	4	H. Craig Petersen	59	2006	7-300-07488-X
6	广告学: 原理和实务(注释本)	Advertising: Principles and Practice	6	William Wells	68	2005	7-300-05997-X
7	当代物流学(注释本)	Contemporary Logistics	8	Paul R. Murphy	49	2004	7-300-05476-5
8	管理人力资源	Managing Human Resource	4	Luis R. Gomez-Mejia	49	2004	7-300-05473-0
9	组织行为学: 理解和管理工作者	Behavior in Organizations: Understanding and Managing the Human Side of Work	8	Jerald Greenberg	69	2005	7-300-06080-3
10	工程经济学原理	Fundamentals of Engineering Economics	1	Chan S. Park	39	2004	7-300-05490-0
11	零售管理	Retail Management: A Strategic Approach	9	Barry Berman Joel R. Evans	59	2004	7-300-05435-8
12	商务沟通精要	Business Communication Essentials	1	Courtland L. Bovee	58	2005	7-300-06899-5
13	国际商务: 环境与运作	International Business: Environment and Operations	10	John D. Daniels	68	2005	7-300-06905-3

简明目录

前言	(i)
第 1 篇 理解服务产品、消费者和市场	(1)
第 1 章 服务营销概述	(3)
第 2 章 服务情境下的消费者行为	(29)
第 3 章 竞争市场中的服务定位	(49)
第 2 篇 4P 在服务业中的应用	(71)
第 4 章 开发服务产品：核心和附加要素	(73)
第 5 章 实体与电子渠道的服务分销	(96)
第 6 章 服务定价和利润管理	(117)
第 7 章 服务促进与消费者教育	(146)
第 3 篇 管理顾客界面	(173)
第 8 章 开发管理服务流程	(175)
第 9 章 平衡生产能力与需求	(202)
第 10 章 服务环境的管理艺术	(224)
第 11 章 管理员工培育服务优势	(247)
第 4 篇 实施盈利性服务战略	(273)
第 12 章 管理顾客关系与创造忠诚	(275)
第 13 章 抱怨管理与服务补救	(305)
第 14 章 提升服务质量与生产力	(331)
第 15 章 面向变革管理和服务领导的组织	(369)
案例 1 沙利文福特汽车世界	(391)
案例 2 悦榕庄：无形资产的品牌化	(396)
案例 3 Ginger: Smart Basics™ 品牌经济型酒店	(403)
案例 4 Capital One: 发起一场大众媒体运动	(409)
案例 5 澳洲行动狗	(423)
案例 6 Menton 银行	(433)
案例 7 GoodLife 健身俱乐部	(442)
案例 8 DHL 亚洲公司的顾客资产管理	(452)
案例 9 用技术改革新加坡读者的图书馆体验	(455)
案例 10 Beckett 博士的牙科诊所	(458)
术语表	(461)

CONTENTS

Preface i

PART I: UNDERSTANDING SERVICE PRODUCTS, CONSUMERS AND MARKETS 1

CHAPTER 1 Introduction to Services Marketing 3

Why Study Services? 5

Powerful Forces are Transforming Service Markets 7

What are Services? 11

Four Broad Categories of Services 12

Services Pose Distinctive Marketing Challenges 16

Expanded Marketing Mix for Services 19

A Framework for Developing Effective Service Marketing Strategies 22

CHAPTER 2 Consumer Behavior in a Services Context 29

Customer Decision Making: The Three-Stage Model of Service Consumption 31

Pre-Purchase Stage 32

Service Encounter Stage 38

Post-Encounter Stage 42

CHAPTER 3 Positioning Services in Competitive Markets 49

Achieve Competitive Advantage Through Focus 51

Market Segmentation Forms the Basis for Focused Strategies 52

Service Attributes and Levels 54

Positioning Distinguishes a Brand from Its Competitors 56

Developing an Effective Positioning Strategy 57

Using Positioning Maps to Analyze Competitive Positioning 59

PART II: APPLYING THE 4Ps TO SERVICES 71

CHAPTER 4 Developing Service Products: Core and Supplementary Elements 73

Service Product 75

Designing a Service Product 75

The Flower of Service 76

Facilitating Supplementary Services 77

Enhancing Supplementary Services 81

Branding Service Products and Experiences 85

New Service Development 88

CHAPTER 5 Distributing Service Through Physical and Electronic Channels 96

- Distribution in a Services Context 98
- Determining the Type of Contact: Options for Service Delivery 98
- Place and Time Decisions 102
- Delivering Services in Cyberspace 104
- The Role of Intermediaries 108
- Distributing Services Internationally 110

CHAPTER 6 Setting Prices and Implementing Revenue Management 117

- Effective Pricing is Central to Financial Success 119
- Pricing Strategy Stands on Three Foundations 120
- Revenue Management: What It Is and How It Works? 128
- Ethical Concerns In Service Pricing 131
- Putting Service Pricing Into Practice 137

CHAPTER 7 Promoting Services and Educating Customers 146

- The Role of Marketing Communications 148
- Challenges of Service Communications 150
- Marketing Communications Planning 151
- The Marketing Communications Mix 154
- The Role of Corporate Design 166

PART III: MANAGING THE CUSTOMER INTERFACE 173

CHAPTER 8 Designing and Managing Service Processes 175

- Flowcharting Service Delivery 177
- Blueprinting Services to Create Valued Experiences and Productive Operations 179
- Service Process Redesign 188
- The Customer as Co-Producer 193
- Self Service Technologies 194

CHAPTER 9 Balancing Demand Against Productive Capacity 202

- Fluctuations in Demand Threaten Service Productivity 204
- Managing Capacity 206
- Analyze Patterns of Demand 207
- Managing Demand 209
- Inventory Demand through Waiting Lines and Queuing Systems 212
- Perceptions of Waiting Time 214
- Inventory Demand through a Reservations System 216

CHAPTER 10 Crafting the Service Environment 224

- What is the Purpose of Service Environments? 226
- Understanding Consumer Responses to Service Environments 228
- Dimensions of the Service Environment 231
- Putting It All Together 237

CHAPTER 11	Managing People for Service Advantage	247
	Service Employees are Extremely Important	249
	Frontline Work is Difficult and Stressful	251
	Cycles of Failure, Mediocrity and Success	252
	Human Resource Management-How to Get It Right?	256
	Service Leadership and Culture	265

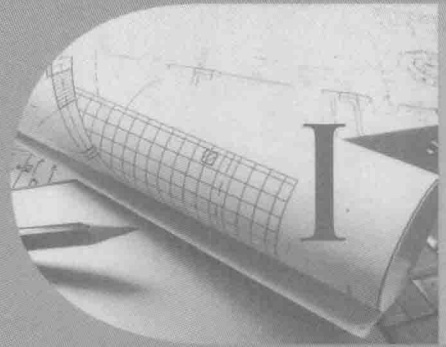
PART IV: IMPLEMENTING PROFITABLE SERVICE STRATEGIES 273

CHAPTER 12	Managing Relationships and Building Loyalty	275
	The Search for Customer Loyalty	277
	The Wheel of Loyalty	282
	Building a Foundation for Loyalty	283
	Strategies for Developing Loyalty Bonds with Customers	288
	Strategies for Reducing Customer Defections	292
	CRM: Customer Relationship Management Systems	294
CHAPTER 13	Complaint Handling and Service Recovery	305
	Customer Complaining Behavior	307
	Customer Responses to Effective Service Recovery	310
	Principles of Effective Service Recovery Systems	313
	Service Guarantees	317
	Jaycustomers	322
CHAPTER 14	Improving Service Quality and Productivity	331
	Integrating Service Quality and Productivity Strategies	333
	What is Service Quality?	333
	The GAP Model-A Conceptual Tool to Identify and Correct Service Quality Problems	335
	Measuring and Improving Service Quality	338
	Learning from Customer Feedback	339
	Hard Measures of Service Quality	345
	Tools to Analyze and Address Service Quality Problems	346
	Return on Quality	348
	Defining and Measuring Productivity	351
	Improving Service Productivity	353
CHAPTER 15	Organizing for Change Management and Service Leadership	369
	Effective Marketing Lies at the Heart of Value Creation	371
	Integrating Marketing, Operations, and Human Resources	373
	Creating a Leading Service Organization	375
	In Search of Human Leadership	380
	 Case 1 Sullivan Ford AutoWorld	 391
	Case 2 Banyan Tree: Branding the Intangible	396
	Case 3 Ginger: Smart Basics™	403

Case 4	Capital One: Launching a Mass Media Campaign	409
Case 5	Aussie Pooch Mobile	423
Case 6	Menton Bank	433
Case 7	GoodLife Fitness Clubs	442
Case 8	Customer Asset Management at DHL in Asia	452
Case 9	Using Technology to Revolutionize the Library Experience of Singaporean Readers	455
Case 10	Dr Beckett's Dental Office	458

Glossary	461
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THE *ESM* FRAMEWORK



PART

PART I

Understanding Service Products, Consumers and Markets

- Chapter 1** Introduction to Services Marketing
- Chapter 2** Consumer Behavior in a Services Context
- Chapter 3** Positioning Services in Competitive Markets

PART II

Applying the 4Ps to Services

- Chapter 4** Developing Service Products: Core and Supplementary Elements
- Chapter 5** Distributing Service through Physical and Electronic Channels
- Chapter 6** Setting Prices and Implementing Revenue Management
- Chapter 7** Promoting Services and Educating Customers

PART III

Managing the Customer Interface

- Chapter 8** Designing and Managing Service Processes
- Chapter 9** Balancing Demand Against Productive Capacity
- Chapter 10** Crafting the Service Environment
- Chapter 11** Managing People for Service Advantage

PART IV

Implementing Profitable Service Strategies

- Chapter 12** Managing Relationships and Building Loyalty
- Chapter 13** Complaint Handling and Service Recovery
- Chapter 14** Improving Service Quality and Productivity
- Chapter 15** Organizing for Change Management and Service Leadership