

<<服务营销>>

图书基本信息

书名：<<服务营销>>

13位ISBN编号：9787300024615

10位ISBN编号：7300024610

出版时间：1998-06-01

出版时间：中国人民大学出版社

作者：艾德里安·佩恩

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<服务营销>>

内容概要

服务市场营销组合的构成要素是什么？

服务企业的市场营销组合与其他企业有什么不同？

如何才能制定合理的服务战略，以便更有效地参与竞争？

服务企业在国际范围内扮演何种角色？

本书对上述问题及其他有关问题作了清楚而确切的解释。

对于那些接受短期培训的管理者、MBA，以及想迅速了解这一问题核心内容的教师和学生来说，都不失为极具价值的参考书。

它还可以作为管理人员的藏书，以及那些有抱负的管理人员完善自己知识和技能的参考资料。

<<服务营销>>

书籍目录

Contents
The nature of services marketing
Introduction
An overview of the services economy
The nature of services
Classification of services
Services in manufacturing
Summary
Notes
Services marketing and relationship marketing
The role of marketing
Services and the marketing mix
The evolution of services marketing
Relationship marketing
Determining market emphasis in relationship marketing
The essence of services marketing
Notes
Developing an effective service mission
A mission for services
The nature of corporate missions
Service mission statements
Developing a service mission
The realizable mission
Notes
Services market segmentation
The process of market segmentation
Definition of the relevant market
Identifying alternative bases for segmentation
Selection of best base(s) for segmentation
Identify and select target market segments
Segmentation, positioning and marketing mix strategy
Notes
Positioning and differentiation of services
The evolution of positioning
Competitive differentiation of services
Positioning and services
The levels of positioning
The process of positioning
The importance of positioning
Notes
The services marketing mix
The marketing mix elements
The service product
Pricing the service
Place: service location and channels

<<服务营销>>

Promotion and communication of services

People in services

Processes

Customer service

Developing a marketing mix strategy

Notes

Marketing plans for services

The marketing planning process

Strategic context

Situation review

Marketing strategy formulation

Resource allocation and monitoring

Marketing planning and services

Notes

Developing a marketing orientation

Summary

Notes

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>