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Successful businesses recognize that the development of strong customer relationships through quality service (and services) as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition, Services Marketing: Integrating Customer Focus across the Firm provides full coverage of the foundations of services marketing, placing the distinctive Gaps model at the center of this approach. The new edition draws on the most recent research, and using up-to-date and topical examples, the book focuses on the development of customer relationships through service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition includes: • New content related to human resource strategies, including coverage of the role of robots and chatbots for delivering customer-focused services. • New coverage on listening to customers through research, big data, netnography and monitoring user-generated content. • Increased technology, social media and digital coverage throughout the text, including the delivery of services using mobile and digital platforms, as well as through the Internet of Things. • Brand new examples and case studies added from global and innovative companies including Turkish Airlines, Volvo, EasyJet and McDonalds. Available with McGraw-Hill's Connect®, the well-established online learning platform, which features our award-winning adaptive reading experience as well as resources to help faculty and institutions improve student outcomes and course delivery efficiency.

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Bateson and Hoffman's SERVICES MARKETING, 4e, International Edition examines the use of services marketing as a competitive tool from a uniquely broad perspective. The text explores services marketing not only as an essential focus for service firms, but also as a source of competitive advantage for companies that market tangible products. As a result, real-world examples throughout the text feature a wide array of businesses representing a variety of industries both within and beyond the nine service economy supersectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and "other services." The Fourth Edition of this proven text draws on cutting-edge data to cover important current issues such as business-to-business services, technology, and the global market, giving students valuable insights and skills to help them succeed in today's business environment. The text also maintains its popular, reader-friendly style and the streamlined structure that makes it perfect for courses of all types within both semester and quarter schedules.

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Green's Functions and Linear Differential Equations: Theory, Applications, and Computation presents a variety of methods to solve linear ordinary differential equations (ODEs) and partial differential equations (PDEs). The text provides a sufficient theoretical basis to understand Green's function method, which is used to solve initial and boundary

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Sixteen of Larsson's watercolors of his home and family are accompanied by text explaining the pictures and something of the life of this great Swedish artist.

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\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover that in nature, altruism does not exist. All living species are genetically selfish. You will also discover : that your genes have created you for their own survival; that your children will be naturally selfish, but that you have the means to change that through culture; that in terms of reproduction, the male is less involved than the female; that since the appearance of modern man, genetic evolution is no longer the only type of evolution in the world. The selfish gene theory is another facet of Darwin's theory. Rather than focusing on the individual organism, it takes the point of view of genetics. Your genes survived in a world where competition was raging, so the predominant quality in a gene that thrived is certainly ruthless selfishness. A selfishness that inevitably affects individual behavior. But by understanding what your genes are tending towards - selfishness - you may have a chance to counteract them and achieve what no other species has ever achieved: becoming an altruistic individual. Are you ready to regain control of your identity? \*Buy now the summary of this book for the modest price of a cup of coffee!

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