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Comprehending as with ease as bargain even more than further will find the money for each success. neighboring to, the statement as with ease as perception of this Services Marketing Lovelock 7th Edition Case can be taken as skillfully as picked to act.

Electronic Inspection Copy available for instructors here Building on the popularity of the first edition, published in 2000, the Second Edition brings together revised and new, original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing. Summary of key features: - A marketing theory text written specifically for students - Provides an introduction and overview of the role of theory in marketing - Contributors are leading, well-established authorities in their fields - Explains key concepts for students in a clear, readable and concise manner. - Provides full, in-depth

coverage of all topics, with recommended further readings In a fast-moving era of increased international competition, frontier markets must devise innovative ways to meet demanding sales targets and maintain profitability. These efforts will only succeed when local businesses abandon the concept of sales as a checklist of persuasive arguments that lead a customer to make a purchase and accept that building enduring customer relationships is the key to achieving sales goals. To understand what it means to sell successfully, sales representatives must develop a solid foundation in selling skills and an understanding of the critical elements needed to achieve sales goals. By delving into the foundational concepts related to leveraging sales as a tool for organisational profit, the authors give readers important insights into the critical elements of the sales process, including consultative selling, sales force management, qualities of effective leadership in sales, and the use of technological tools such as Customer Relationship Management (CRM) and Sales Force Automation (SFA) systems. This book includes insightful contributions from leading sales and marketing practitioners across the continent of Africa on characteristics of successful salespeople and how to recruit

them, the crucial role of sales leadership, sales team training methods and strategies for developing customer relationship management programs. Case studies tie theory to practice and short quizzes help readers test their understanding of the material. Written in an accessible and reader-friendly format, this book is primarily aimed at undergraduate students with a secondary audience comprised of postgraduate students and business practitioners. ENDORSEMENTS: "Successful corporate marketing strategies are formulated around the delivery of value to consumers while maintaining a competitive advantage. Sales Management: A Primer for Emerging Markets offers innovative ways to locate, nurture, and develop long-term win-win relationships with key stakeholders. Readers will be rewarded with achievable concepts that will lay the foundation for developing a pattern of profitable sales. Highly recommended for undergraduate and graduate students as a well-crafted textbook drawing on real-world experience, for academicians as a reliable teaching tool, and for practitioners in the world of business seeking tested guidelines for marketing success." ~ Amon Chizema, Professor of Corporate Governance & Strategy; Birmingham Business School; University of Birmingham, UK "Sales

Management: A Primer for Frontier Markets is a "must read" for future and current managers seeking innovative strategies for ensuring long-term repeat business with customers and consumers while maintaining a sustainable competitive advantage. Discussions on consultative selling, the role of ethics in sales, and the stages of the personal selling process have been specifically detailed and grounded in peer-reviewed case-study findings. A highly recommended read for undergraduate and graduate students, academicians, and business managers pursuing up-to-date insights into selling, customer service, marketing management, small business management, and retailing." ~ Patrick Awotwi, Commercial Director; The Coca-Cola Bottling Company of Ghana and Author of "Consider it Sold: A Seller's Point of View" 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.

Preface -- Introduction -- Service environments - an important element of the service marketing mix -- What is the purpose of service environments? -- The theory behind

consumer responses to service environments --
Dimensions of the service environment --
Putting it all together -- Conclusion --
Summary -- Endnotes "Essentials of Services
Marketing delivers streamlined coverage of
services marketing topics with an exciting
global outlook. With its visual learning aids
and clear language, students read less to
learn more. For undergraduate services
marketing courses."--Publisher's website.
Health Care Marketing: Tools and Techniques
provides the reader with essential tips,
strategies, tools and techniques for
successful marketing in the health care
industry. Complete with summary questions and
learning objectives, this book is a must-have
resource for anyone interested in health care
marketing. Important Notice: The digital
edition of this book is missing some of the
images or content found in the physical
edition. Preface -- Introduction -- Service
employees are extremely important -- Frontline
work is difficult and stressful -- Cycles of
failure, mediocrity and success -- Human
resource management : how to get it right --
Service culture, climate and leadership --
Conclusion -- Summary -- Endnotes
Establishing, developing, or promoting a brand
or product in a market stems from aligning of
divisions within an organization, with the

perspective of providing value to customers - an idea which is known as internal marketing. Unlike external marketing, internal marketing ensures that organizational divisions are aligned in the marketing strategies, so that the resultant external marketing is effective and not impeded by internal shortcomings. This book provides a comprehensive review of internal marketing research and illustrates the role of internal marketing in enhancing the capabilities of a company's internal resources. Putting forward a guiding principle for business practices by considering such questions from a multilateral perspective, this book is a must-read for practitioners and academics alike. The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters, each written by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for professionals taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a

clean and concise way with plenty of diagrams and examples, so that you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this book should be the first place you look.

Providing quality content on management and education in the current health care settings, this book is particularly useful for the students of B.Sc. nursing (4th year), where the nurses have to manage patients and simultaneously provide nursing services in an effective manner. This text provides comprehensive coverage of all the important processes and techniques that are important for training and development of nurses as good administrators. Strictly as per the INC syllabus Comprehensive and exhaustive coverage yet concise and well structured Dual treatment of concepts: theoretical and applied Lucid style with easy language for ease of comprehension Student-friendly style of presentation: short sentences, bulleted lists, and ample number of tables, figures and charts End-of-chapter questions including multiple-

choice questions, especially included keeping in view the examination perspective New to the Second Edition New concepts/techniques of management added in several chapters Updated information added in a number of chapters Outdated content has been replaced with new up-to-date information An altogether new look and feel provided to the book Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts. Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts. Make it easy for students to relate: Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe. Help students see how various concepts fit into the big picture: Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure. Help instructors to prepare for

lessons: Enhanced Instructor Supplements
Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions. Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts. Test Bank: Updated Test Bank that is Test Gen compatible. Video Bank: Corporate videos and advertisements help link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer. Case Bank: Cases can be in PDF format available for download as an Instructor Resource. With the rise in deregulated service-based economies in developed countries over the last forty years, an understanding of the marketing of services is essential to the marketing student, researcher, and practitioner. This four-volume collection is structured around the evolution of services marketing scholarship from 1970 to the present, giving an unprecedented, detailed account of the relationship between the theory and practice of services marketing and the changing social, economic, and technical environments over time. Each volume takes a distinct time period and theme as its subject. Volumes one to three offer the last word on

services marketing research of the 20th century, with volume four looking towards a unified marketing approach for the current century. We are currently eating, sleeping and breathing a new found religion of everything 'green'. At the very heart of responsibility is industry and commerce, with everyone now racing to create their 'environmental' business strategy. In line with this awareness, there is much discussion about the 'green marketing opportunity' as a means of jumping on this bandwagon. We need to find a sustainable marketing that actually delivers on green objectives, not green theming. Marketers need to give up the many strategies and approaches that made sense in pure commercial terms but which are unsustainable. True green marketing must go beyond the ad models where everything is another excuse to make a brand look good; we need a green marketing that does good. The Green Marketing Manifesto provides a roadmap on how to organize green marketing effectively and sustainably. It offers a fresh start for green marketing, one that provides a practical and ingenious approach. The book offers many examples from companies and brands who are making headway in this difficult arena, such as Marks & Spencer, Sky, Virgin, Toyota, Tesco, O2 to give an indication of the

potential of this route. John Grant creates a 'Green Matrix' as a tool for examining current practice and the practice that the future needs to embrace. This book is intended to assist marketers, by means of clear and practical guidance, through a complex transition towards meaningful green marketing. Includes a foreword by Jonathon Porritt. In services marketing, it is important to understand why customers behave the way they do. How do they make decisions about buying and using a service? What determines their satisfaction with it after consumption? Without this understanding, no firm can hope to create and deliver services that will result in satisfied customers who will buy again. Understanding Service Consumers is the first volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world. Contents: Readership: Business and Marketing students at MBA and eMBA level; marketing professionals and practitioners. Services Marketing; Marketing; Consumer

Behavi?Positioning Services;Service
Process;Service Environment;Service
Advanta?Customer Relationships;Managing
Relationship and Building Loyalty;Complaint
Handling;Service Recovery;Service
Excellence;Service Quality and Productivity;
Service LeadershipKey Features: There are many
books on service management in the market, but
most are narrowly focused and/or based on
anecdotal evidence. This new book is the first
to rigorously cover key aspects of services
marketing and management, and that is routed
in sound academic research. This book bridges
the gap between cutting-edge academic research
and practitioners The book makes extant
academic knowledge easily accessible. For
example, each chapter features an
organizational framework that provides an
overview of core concepts at a glance, and it
ends with a succinct chapter summary in bullet
points The book features global best practices
and latest trends; it takes on a global
perspective with about 40% of all examples
originating from the Americas, 30% from Europe
and 30% from Asia Business to business markets
are considerably more challenging than
consumer markets and as such demand a more
specific skillset from marketers. Buyers, with
a responsibility to their company and
specialist product knowledge, are more

demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships - except this one. This textbook takes a global viewpoint, with the help of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge. What makes consumers

or institutional buyers select, and remain loyal to, one service provider over another? Without knowing which product features are of specific interest to customers, it is hard for managers to develop an appropriate strategy. As competition intensifies in the service sector, it is becoming more important for service organizations to differentiate their products in ways meaningful to customers.

Positioning Services in Competitive Markets is the second volume in the *Winning in Service Markets Series* by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the *Winning in Service Markets Series* bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world. This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning. *Essentials of Services Marketing, 3e*, is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level. It delivers streamlined coverage of services marketing topics with an exciting global outlook with

visual learning aids and clear language. It has been designed 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. '...a punchy, stripped-down version of what marketing is all about.' - The Times Higher Education Supplement

If you have a product you're looking to market, or you're seeking to learn more about the potential of online marketing, *Marketing: The Basics* tells you everything you need to know about the techniques marketers use to push their product to the 'tipping point'. The essentials of e-commerce are explored and explained, alongside more traditional marketing approaches in this revised and updated new edition.

This book: Explains the fundamentals of marketing and useful concepts such as the Long Tail
Includes an international range of topical case studies, such as Obama's presidential campaign, Facebook, and Google
Also includes a glossary of terms, guides to further reading and critical questions to assist further thinking and study
This lively and user-friendly introduction is perfect for professionals seeking to learn more about subject, and recommended for sixth-form, first-year undergraduate and MBA students. A collection of international contributions from

renowned academics and practitioners from the US, UK, China, the second edition of Fashion Marketing has been completely updated, revised and expanded to reflect the major changes in the fashion industry since 2001 and covers all of the key themes and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy. Combining conceptual rigor with real-world and practical applications, this combination text/reader/casebook explores both concepts and techniques of marketing for a broad range of service categories and industries. European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. In its third 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. Drawing on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through

quality service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition include:

- - New content on the role of digital marketing and social media has been added throughout to reflect the latest developments in this dynamic field
- - Increased coverage of Service dominant logic regarding the creation of value and the understanding of customer relationships
- - New examples and case studies added from global and innovative companies including AirBnB, IKEA, Disneyland, Scandinavia Airlines, and Skyscanner

This book provides a comprehensive and accessible guide to marketing Higher Education institutions, discussing how universities are service providers and how education is a service, both of which need to be defined and marketed together. Unlike the current offering available on the subject, this book provides a uniquely applied approach, linking the theory of marketing practice to the Higher Education sector through real life case studies and examples. Each topic is covered in depth, including marketing segmentation, pricing, location, brand management, internationalization, and expansion. Overarchingly, the book considers how to develop and promote the university as a

product and as a brand. Two case studies from real life universities in a broad range of locations are provided at the end of each chapter, alongside questions to aid understanding and application. Holistic and practical, Marketing Higher Education is an ideal guide for academics and students studying services marketing, Higher Education management and leadership, and marketing in the public sector. It will also be an invaluable resource for professionals working in Higher Education administration looking to develop their skills and understanding of marketing and brand building.

Preface --
Introduction -- Fluctuations in demand threaten profitability -- Defining productive service capacity -- Understand patterns of demand -- Inventory demand through waiting lines and queuing systems -- Customer perceptions of waiting time -- Inventory demand through reservation systems -- Create alternative use for otherwise wasted capacity -- Conclusion -- Summary -- Endnotes

The aim of the Special Issue is to discuss the main current topics concerning marketing for sustainable tourism with reference to territories (i.e., tourism destinations, protected areas, parks and/or natural sites, UNESCO World Heritage Sites, rural regions/areas, etc.) and tourism enterprises

and/or organisations (i.e., destination management organisations, hospitality enterprises, restaurant enterprises, cableway companies, travel agencies, etc.). In destinations where natural resources are pull factors for tourism development, the relationships among local actors (public, private, and local community), as well as marketing choices, are essential to develop sustainable tourism products. To this end, the Special Issue encourages papers that analyse marketing strategies adopted by tourism destinations and/or tourism enterprises to avoid overtourism, to manage mass sustainable tourism (as defined by Weaver, 2000), and to encourage and promote sustainable tourism in marginal areas or in territories suffering lack of integration in the tourism offer. Special attention will be given to contributions on the best practices to manage territories and/or enterprises adopting sustainable marketing strategies. "The marketer is taken step-by-step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The

authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. "--Publisher. What if you could protect your business against competitive inroads, once and for all? Customer service experts Leonardo Inghilleri and Micah Solomon's anticipatory customer service approach was first developed at The Ritz-Carlton as well as at Solomon's company Oasis, and has since proven itself in countless companies around the globe--from luxury giant BVLGARI to value-sensitive auto parts leader Carquest and everywhere in between. Their experience shows that the most powerful growth engine in a tight market--and best protection from competitive inroads--is to put everything you can into cultivating true customer loyalty. Exceptional Service, Exceptional Profit takes the techniques that minted money for these brands and reveals how you can apply them to your own business to provide the kind of exceptional service that nearly guarantees loyalty. Soon, you'll be reaping the benefits of loyal customers who are: less sensitive to price competition, more forgiving of small glitches, and, ultimately, who are "walking billboards" happily promoting your brand. Filled with detailed, behind-the-scenes examples, Exceptional Service, Exceptional Profit unlocks a new level of

customer relationship that leaves your competitors in the dust, your customers coming back day after day, and your bottom line looking better than it ever has before. Marketing Plans for Services, Third Edition is written in a pragmatic, action-orientated style and each chapter has examples of marketing planning in practice. The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing. The marketer is taken step-by-step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning. Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered. The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness. These include: marketing intelligence systems; market research; organization development stages; marketing orientation. Marketing Plans for Services is for marketers in the service sector and students of marketing. "Marketing Plans for Services is clearly the premier text in the field. From an explanation of 'why' services

are driving all marketing activities to 'measuring the results', and all things in between, this new and updated text explains why and how 'services' are the key elements for most all 21st century organizations. Follow the masters of service marketing to marketplace success." Professor Don Schultz, Northwestern University "McDonald, Frow and Payne have worked extensively with a wide range of service businesses across the globe in successfully realising their growth opportunities. This experience shows in this practical text which contains all one needs to know in developing and implementing successful marketing plans for service organizations. This book represents a tested roadmap for planning services marketing success and combines an excellent balance of key concepts, frameworks and tools with practical advice. Their proven step-by-step marketing planning system for services and the examples of marketing plans make this a 'must have' book that should be on the desk of any forward-thinking services marketer." Mark Veyret, Global Business Development Leader, PricewaterhouseCoopers "Marketing planning is crucial today where increased competition, complexity and the internet forces you to redefine your marketing strategy and focus more clearly on what is required to achieve

improved results. If not, you will not succeed in meeting these challenges. McDonald, Frow and Payne are internationally recognized authorities in marketing planning and services marketing. Based on their extensive experience across in helping organizations from a wide range of service sectors, this book gives you the practical 'how to' skills to successfully implement strategic marketing plans." Bob Barker, Vice President of Corporate Marketing and Digital Engagement, Alterian Services

Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider managerial view of Services Marketing.

Preface --
Introduction -- The search for customer loyalty -- The wheel of loyalty -- Building a foundation for loyalty -- Strategies for developing loyalty bonds with customers --

Strategies for reducing customer defections --
Enablers of customer loyalty strategies --
CRM: customer relationship management --
Conclusion -- Summary -- Endnotes For
undergraduate courses in Service Marketing
This title is a Pearson Global Edition. The
Editorial team at Pearson has worked closely
with educators around the world to include
content which is especially relevant to
students outside the United States. The
fundamentals of services marketing presented
in a strategic marketing framework. Organized
around a strategic marketing framework
Services Marketing provides instructors with
maximum flexibility in teaching while guiding
students into the consumer and competitive
environments in services marketing. The
marketing framework has been restructured for
this edition to reflect what is happening in
services marketing today. The marketing of
library services is an essential agenda item
for almost all kinds of libraries all over the
world. In this volume 47 experts from 20
countries address the issue through 40
articles. The bundling of dozens of
contributions from a truly international group
of librarians, presented in this book,
provides a broad spectrum on the topic. This
book will thus prove immensely useful, helping
both working librarians and future librarians

to understand vital issues relating to the marketing of library and information services at the local, national and international level. The book is divided into the following six sections: Marketing concept: a changing perspective; Marketing in libraries around the world; Role of library associations; Education, training and research; Excellence in marketing; Databases and other marketing literature. In order that a service business can survive in today's ever more competitive business environment, it is vital that they develop and implement highly effective marketing strategies. This text explains the key concepts in marketing as they relate to services marketing. It discusses the marketing plan and the development of a customer-focused and marketing-orientated culture, and includes many real-life examples. Services Marketing Management builds on the success of the previous editions, formally entitled 'The Management and Marketing of Services', to provide an easily digestible approach to the service industry with a specific focus on the management and marketing elements. This new edition has been thoroughly revamped to include pedagogical features such as exercises and mini cases throughout the text to consolidate learning and make it more student friendly. New content has been incorporated to

bring the subject matter thoroughly up to date, for example featuring more on the Internet, the inclusion of material on call centres in respect of service delivery and service encounter; additional material on customer relationship management (CRM); consideration of frontline employees and internal marketing; and a discussion of revenue management issues in managing demand and capacity. Particularly suitable for students on marketing, business and hospitality courses who require a good grounding in the principles of services marketing, the practical implications are shown clearly and effectively demonstrate how the principles are applied in the real world. A web based lecturer resource accompanies the text. Health Service Marketing Management in Africa (978-0-429-40085-8, K402492) Shelving Guide: Business & Management / Marketing Management The application of marketing to healthcare is a fascinating field that will likely have more impact on society than any other field of marketing. It's been theorized that an intrinsically unstable environment characterizes this very relevant emerging field, hence raising new questions. Changing regulations, discoveries, and new health treatments continuously appear and give rise to such questions. Advancements in technology

not only improve healthcare delivery systems but also provide avenues for customers to seek information regarding their health conditions and influence their participatory behaviors or changing roles in the service delivery. Increasingly, there is a shift from a doctor-led approach to a more patient-centered approach. In Africa, the importance of marketing-driven practices in improving the delivery of healthcare services cannot be overemphasized. The issue of healthcare delivery and management is significant for policymakers, private sector players, and consumers of health-related services in developing economy contexts. Scholars have strongly argued in favor of marketing and value creation in healthcare service delivery in Africa. Each country in Africa has its own issues. For example, long waiting times, unavailable medications, and unfriendly staff are just a sampling of issues affecting the acceptability of healthcare services. These examples highlight the need to utilize marketing and value creation tools in the delivery of healthcare services. Furthermore, there is a need for the integration of service marketing and management principles to enhance the delivery of quality healthcare across Africa and other developing economies which is the critical focus of this book. This book

responds to calls for quality healthcare service management practices or processes from developing economy perspectives. Focusing primarily on African and other developing economy contexts, this book covers seven thematic areas: strategy in healthcare; marketing imperatives in healthcare management; product and pricing management in healthcare; distribution and marketing communications in healthcare; managing people in healthcare; physical evidence and service quality management in healthcare; and process management in healthcare.

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