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Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). Services Marketing Integrating Customer Focus across the Firm. Boston, MA McGraw-Hill Irwin.

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Services Marketing (4th International Edition) Zeithaml, Valarie A., Bitner, Mary Jo, Gremler, Dwayne D. Published by McGraw-Hill Education (ISE Editions) (2005)

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