Strategic Marketing Management and Tactics in the Service Industry

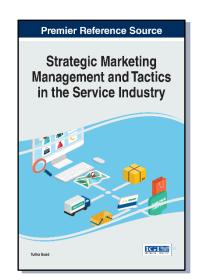
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Tulika Sood (JECRC University, India)

Description:

Customer satisfaction is a critical factor to the potential success or failure of a business. By implementing the latest marketing strategies, organizations can better withstand the competitive market.

Strategic Marketing Management and Tactics in the Service Industry is an essential reference publication that features the latest scholarly research on service strategies for competitive advantage across industries. Covering a broad range of topics and perspectives such as customer satisfaction, healthcare service, and microfinance, this book is ideally designed for students, academics, practitioners, and professionals seeking current research on best practices to build rapport with customers.



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Tulika Sood is an Assistant Professor at JECRC Univeristy, Jaipur, India. She has more than 10 years of experience in Academics, Research and Industry. She has Published Papers and chapters in many national and international journals and books. She is the author of a book titled "Customer Perceived Service Quality & Perceived Value in Life Insurance: Evidences from LIC & HDFC LIFE in Rajasthan" published with -LAP LAMBERT Academic Publishing, Germany.