

# 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.



ISBN: 9781522524755

Release Date: June, 2017

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Pages: 311

## Topics Covered:

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- Tourism Marketing

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