



Service Management and Marketing: Customer Management in Service Competition

Christian Gronroos

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"Professor Grönroos presents the most scholarly and provocative examination of services marketing. This book will challenge companies to rethink how they should manage their services in building their competitive strength and profitability. Grönroos continues as one of service marketing's most original and able thinkers."

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"Christian Grönroos is a globally recognized expert on services management and marketing. His innovative thinking and writing in this book offer fresh insights on this timely topic."

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"After three decades of contributions to services, Grönroos keeps pioneering the field. In this new edition he recognizes the dramatic changes in the perception of service that are in the making. It is a creative book which does not just list various service issues but adds the author's personal touch to each of them."

—**Professor Evert Gummesson**, Stockholm University School of Business, Sweden

This fully updated third edition examines customer management in service competition and focuses on adopting a service logic in marketing. Christian Grönroos explains how to manage any organization as a service business, showing how to move closer to current and future customers. The service logic is all about customer focused management and service management, using current academic research and business practice to make organizations more successful.

Topics that have been updated for the new edition include:

- Service and relationship perspectives
- Service and relationship quality
- Service management principles
- Profitability and productivity in services
- Integrated marketing communication
- Relationship communication and branding in services
- Internal marketing and service culture
- Why and how to transform a product-manufacturing firm into a service business

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