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Wirtz Jochen; Chew
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Christopher H.
Academic year. 18/19
Chapter 10: Crafting
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Creating and
marketing value in
today's increasingly
service and knowledge-
intensive economy
requires an
understanding of the
powerful design and
packaging of
'intangible' benefits
and products, high-
quality service
operations and

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Marketing
customer

Christopher
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Jochen Wirtz and
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and creating service
products ... 1 Ch.

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the Services Discipline.
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Chapter 5. Distributing Services through Physical and ...

Nothing stands still.
Technology evolves
dramatically, customer
needs keep changing,
and new industries
emerge. To forge
ahead in this highly
competitive landscape,
businesses increasingly
rely on service and

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service products to
create and capture

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