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***Week 1 Chapter 1-Introduction to  
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and overview of **Services Marketing** to

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accompany our discussion of Week 1,  
Chapter 1, readings.

***Services Marketing Triangle  
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**Services Marketing** Triangle shows us  
the key actors involved in **services  
marketing** and the types of **marketing**  
that occurs for ...

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## ***7 Ps of Marketing | Marketing Mix for Services | Explained with***

***Example*** In this video, we'll examine the **Marketing** Mix for **services**, also known as the 7 Ps of **Marketing**. To make the material really sink in ...

***Service marketing mix explained  
with Example Service marketing*** mix



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or the 7 P's of **marketing** is explained in this video with example of Etihad airways.

***Lecture 1: An overview of services marketing*** 1st lecture for MKT561  
**Services Marketing** at CSU.

***Science Of Persuasion***

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<http://www.influenceatwork.com> This animated video describes the **six** universal Principles of Persuasion that have been ...

### ***Service Marketing Video Case-study***

Case-study on Facebook Product

**Marketing**, Digital **Marketing Services** and **Marketing ROI**.

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***Service Marketing Triangle explained with examples*** This service triangle explains the relationship between the company, the customer and the systems and processes

***Service Gap model - Gap analysis explained***

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***Selling The Invisible: Four Keys To Selling Services*** Christine is available to provide sales and **marketing** consulting to you and your organization. Visit [ChristineClifford.com](http://ChristineClifford.com) for more ...

***Philip Kotler: Marketing Strategy***  
Philip Kotler is the undisputed heavyweight champion of **marketing**.

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He's authored or co-authored around 70 books, addressed ...

***Services and its Characteristics*** This animation introduces the learner to the 5 I's of **services** and the three different types of **services** namely, business **services**, ...

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## ***Starbucks Marketing Mix Analysis***

UBC COMM 465.

***The Seven Ps of the Marketing Mix:  
Marketing Strategies*** <http://www.lifecycle-performance-pros.com> Business Performance Expert and Performance Management Consultant Victor ...

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**Marketing: Extended Marketing Mix (7P's)** The concept of the extended **marketing** mix takes us beyond Product, Price, Place and Promotion to consider three more ...

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### **8. 7Ps of Marketing / Marketing Mix for Services - Prof. Vijay P Anand**

#MarketingMix #7Ps #7PsOfMarketing  
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***PMP® Training Video - 1 | PMBOK®***

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**Product in Service marketing mix -  
Product levels in Services**

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## ***Marketing***

***Services Marketing Updates:  
Concepts and Practices in ASEAN by  
Jochen Wirtz (Part 1)***

***"The New Rules of Marketing and  
PR, 6th edition" by David Meerman  
Scott*** Hi I'm Douglas Burdett, host of

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The **Marketing** Book Podcast and I'd like to tell you about the **6th edition of** "The New Rules of ...

**Chapter 1 Part 3** The summary details of Chapter 1 (part 3 of 3) of Lovelock, Patterson and Wirtz, (2015) **Services Marketing**, An Asia-Pacific and ...

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**Chapter 1 Part 2** The summary details of Chapter 1 (part 2 of 3) of Lovelock, Patterson and Wirtz, (2015) **Services Marketing**, An Asia-Pacific and ...

**Chapter 09** The summary details of Chapter 8 of Lovelock, Patterson and Wirtz, (2015) **Services Marketing**, An Asia-Pacific and Australian ...

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