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## SERVICES MARKETING (HARDBACK)



OUP India, India, 2004. Hardback. Book Condition: New. 238 x 184 mm. Language: N/A. Brand New Book. This is a comprehensive textbook designed to meet the requirements of MBA students in Indian business schools. It deals with the marketing of services as a separate discipline as distinct from conventional business marketing. It presents its core concepts, and elucidates them through managerial applications. The book provides in-depth coverage of themes unique to the understanding of the subject. Among important topics discussed...

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- Authored by Apte, Govind
- Released at 2004



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