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(2) Identifies the main dimensions in a service environment and views them holistically Internal customer and employee responses can be categorized into cognitive, emotional,

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and psychological responses,  
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*Page 27/47*

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Contents xiii Preface xvii

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concept and its value  
proposition, and revisits  
the traditional marketing

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mix—Product, Place, Price,  
and Promotion—expanding each  
of the 4 P's to apply to  
specific services  
characteristics.

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*Page 42/47*

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interactions between  
customers and employees,  
and...

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