

# Educational Research Fundamentals Consumer Edition

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considered the nation's number one marketing program marketing essentials is the essential text for introducing students to the skills strategies and topics that make up the ever changing world of marketing it effectively captures the excitement of this fast paced discipline with engrossing narrative engaging graphics and real life case studies

the primary objective of essentials of services marketing concepts strategies cases 2e is to provide materials that not only introduce the student to the field of services marketing but also acquaint the student with specific customer service issues the business world now demands in addition to traditional business knowledge increasing employee competence in customer satisfaction service quality and customer service skills that are essential in sustaining the existing customer base

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