


[DOWNLOAD](#)


## Services Marketing: The Indian Context, (Fourth Edition)

By R. Srinivasan

PHI Learning 0. Softcover. Book Condition: New. 4th edition. Services are widely used by people practically in all aspects of life. The Globalised era is seeing services being used by a wide cross-section of society from the corporate to the man. The Fourth Edition of the book educates its readers about how marketing strategies are changing and evolving through times. The new edition comes with updated case studies on various service sectors, such as Hospitality and Tourism (Thomas Cook, Karnataka State Tourism Development Corporation (KSTDC) Ltd., and (Cafe Coffee Day). A new case study ?Indian Airline Industry?, has also been introduced to add to the diversity of services. Finance (Credit Card Business of Standard Chartered) and Information Technology are also updated (Infosys and SAP). The cases, set within the Indian context, lend a practical dimension to the subject, familiarizing the students with the developments in the Services Marketing area in India. The new edition, with its emphasis on recent data and the contemporary Services Marketing scenario, is an ideal companion for the budding managers. It should also be of great use to the practising managers attending various Management Development Programmes (MDPs) and Executive Development Programmes (EDPs). New to this edition...



**READ ONLINE**  
[ 1.65 MB ]

### Reviews

*Good electronic book and useful one. It usually does not expense a lot of. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Annette Boyle**

*This book might be well worth a study, and much better than other. Indeed, it can be perform, continue to an amazing and interesting literature. I realized this publication from my i and dad suggested this book to find out.*

-- **Dejuan Rippin**

## See Also



### **Most cordial hand household cloth (comes with original large papier-mache and DVD high-definition disc) (Beginners Korea(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: Unknown in Publisher: Henan Science and Technology Press Information Original Price: 78.00 yuan Author: Publisher: Henan Science and...



### **Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral (Paperback)**

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Black White Illustration Version! BONUS - Includes FREE Dog Fart Audio Book for Kids Inside! For a very time limited...



### **From Kristallnacht to Israel: A Holocaust Survivor s Journey (Paperback)**

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In the 1930s, as evil begins to envelope Europe, Karl Rothstein is born in Austria. As his life...



### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



### **History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)**

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...



### **From Dare to Due Date (Paperback)**

Harlequin, United States, 2016. Paperback. Book Condition: New. Not for Online.. 168 x 104 mm. Language: English . Brand New Book. THE NIGHT THEY MADE A BABY Mia Palinski had never even considered herself the kind of girl to have a one-night...