

# Services Marketing: An Introduction to the Fundamentals of Services Marketing

**Services marketing** is the marketing of services, which are intangible products that cannot be physically possessed. Services marketing differs from product marketing in a number of ways, including the following:



## SERVICES MARKETING: An Introduction To Services Marketing by Brent Towns

★★★★☆ 4 out of 5

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File size	: 1856 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 47 pages
Lending	: Enabled



- **Services are intangible.** Customers cannot see, touch, or taste a service before they buy it. This makes it difficult for customers to evaluate the quality of a service before they Free Download it.
- **Services are perishable.** Services cannot be stored or inventoried. Once a service is performed, it is gone. This makes it important for service providers to manage their capacity carefully.
- **Services are heterogeneous.** Services are not standardized products. Each service is unique, and it can be difficult to ensure that

all customers receive the same level of service.

- **Services are often produced and consumed simultaneously.** This means that service providers must be able to interact with customers in a positive and professional manner.

Despite these challenges, services marketing is a growing field. The service sector now accounts for over 70% of the economy in most developed countries. This growth is being driven by a number of factors, including the following:

- **The rise of the information economy.** The information economy is characterized by the production and consumption of information-based goods and services. This has led to a growing demand for services such as consulting, financial services, and healthcare.
- **The increasing complexity of products.** Products are becoming increasingly complex, and this is leading to a growing demand for services such as installation, maintenance, and repair.
- **The changing nature of work.** The nature of work is changing, and this is leading to a growing demand for services such as training, development, and outplacement.

Services marketing is a complex and challenging field, but it is also a rewarding one. Service providers who are able to understand and apply the principles of services marketing can achieve great success.

## **What You Will Learn in This Book**

This book provides a comprehensive overview of the services marketing field. You will learn about the following topics:

- The nature of services
- The challenges of services marketing
- The principles of services marketing
- The tools and techniques of services marketing
- The future of services marketing

This book is designed to help you understand the fundamentals of services marketing and to apply these principles to your own business.

### **Who Should Read This Book**

This book is ideal for anyone who is interested in learning more about services marketing. This includes:

- Marketing professionals
- Business owners
- Students
- Anyone who is interested in the future of the service economy

If you are ready to learn more about services marketing, then this book is for you.

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Sincerely,

The Author



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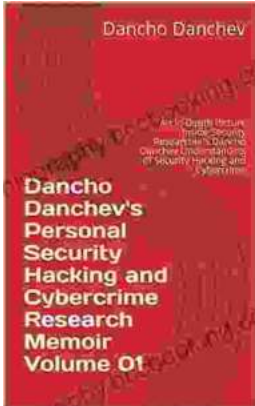
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