Reading list for Service Management and Marketing, 723G45, 2021

Books

Wilson, Alan M., Zeithaml, Valarie A., Bitner, Mary Jo, Gremler, Dwayne D., (2016) *Services marketing : integrating customer focus across the firm* Third European edition. Maidenhead, Berkshire [UK] : McGraw-Hill Education, 2016. ISBN: 9780077169312, 007716931X
This course involves considerable amount of reading. In addition to the course textbook, selected articles will also be assigned when the course starts. A complete litterature list will be available on Lisam.