

**Call for Book Chapters/Research Papers for Edited Books**  
*To be published with ISBN under IIP International publishers,USA and India*

## Service Marketing



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## Call for Chapters

# Service Marketing

### Aims and Scope:

The main aim of this book is to create self-learning key to understand the basic concept of service marketing. The title services marketing emphasis that service delivery and improving service over time and not merely about marketing services. Services marketing is a form of marketing businesses that provide a service to their customers use to increase brand awareness and sales. Unlike product marketing, services marketing focuses on advertising intangible transactions that provide value to customers. Advertisers use effective services marketing strategies to build trust with their customers and show them how their service can benefit them. Businesses may base their services marketing strategies on the promotion of ideas, benefits and promises to help them sell their services. This book will cover the original research articles and concept oriented chapters related to service marketing. And also this book will cover the challenges of service marketing and real time case studies. The content of this book will be useful for students, research scholars and academicians in knowing the service marketing concepts and strategies.

### List of Topics:

- Introduction to Services Marketing
- Service Marketing Environment
- The Service Marketing Mix
- Customer Expectations and Perceptions of Services through Marketing Research
- Customer Relationship Management in Services
- Service Quality
- Service Segmentation and Targeting
- Market Positioning and Blueprinting in Services
- Service Product and Operation
- Role of Employees and Customers in Service Delivery
- Pricing of Services
- Distribution of Services
- Promotions and Services capes in Services
- Service Strategies
- Service Marketing Models

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