

SERVICES MARKETING

ERA OF ENGAGEMENT



Leonardo R. Garcia, Jr., DBA, CPM, AMEd
Enrique M. Soriano, III, MBA, CPM

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C & E Publishing, Inc.
2017



**C & E
Publishing, Inc.**

*C & E Publishing, Inc. was
established in 1993, and is a
member of ABAP, PBAI, NBDB,
and PEPA.*

Services Marketing: Era of Engagement
Published in 2017 by C & E Publishing, Inc.
839 EDSA, South Triangle, Quezon City
Tel. No.: (02) 929-5088
E-mail: info@cebookshop.com

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Leonardo R. Garcia, Jr., and Enrique M. Soriano

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Cataloguing-in-Publication Data

HD Garcia, Leonardo, Jr. R.
9980.5 Services marketing: era of engagement/
G37 Leonardo R. Garcia, Jr. and Enrique M. Soriano—
2017 Quezon City: C & E Publishing Inc., © 2017.

xx, 232 p. : ill. ; cm.

ISBN: 978-971-98-0603-5

1. Service industries—Marketing. 2. Service
industries—Management. I. Soriano, Enrique
II. Title

Editing: Alejandro D. Padilla
Renz Cyril R. Villaflores
Layout: Ruzzel S. Valdepeña
Cover Design: Lynzel S. Naguit



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ABOUT THE BOOK

Services Marketing: Era of Engagement presents in-depth information on services marketing and its functions in the business landscape. Global services marketing trends, both current and past, are examined to provide a clearer viewpoint on different business scenarios. A perspective on the Philippine market landscape is utilized in each chapter to show the relevance of contemporary marketing concepts, particularly the newly revised 8 Ps of marketing, to the local business environment.

Fundamental concepts in services marketing such as market research, unique selling proposition, brand positioning process, marketing promotion mix, the role of the Internet in modern marketing, among others, are discussed extensively. Each chapter concludes with guide questions that pose practical challenges to the students and highlight the value of managing and delivering quality services to customers.

The book does not exclusively cater to marketing students and instructors. It also serves as a valuable reference on strategies and frameworks for entrepreneurs and businesspeople; a guide for sales, research, and management practitioners in coping with the latest developments and trends in marketing; and a medium for developing a local-global orientation for the general public that seeks to comprehend the peculiarity of the Philippine market and culture.



Published by
C & E Publishing, Inc.
839 EDSA, South Triangle
Quezon City, Philippines
Tel. No.: (02) 929-5088
E-mail: info@cebookshop.com
Website: www.cebookshop.com

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ISBN 978-971-98-0603-5



9 789719 806035
PAN ASIA BOOK EXCHANGE, INC.
Services Marketing: Era of Engagement



16-764-1115-1

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