

Rust / Oliver

Service Quality

New Directions in Theory and Practice

The importance of service and service quality has been growing in the world economy since the late 1970s. Establishing new levels of sophistication and rigor, as well as a broad set of approaches, Service Quality presents the latest research and theory in customer satisfaction and services marketing. Designed to advance the practice of delivering superior service, the field's leading scholars and practitioners present a wealth of ideas that include measuring the managerial impact of service quality improvement, new methods of assessing the various elements of service quality, and philosophies about the nature of customer value. Presenting diverse points of view and revealing a variety of emerging ideas, the editors conclude with a look toward the future of service quality. An exhilarating--and sometimes demanding--change of pace, Service Quality is essential for professionals, researchers, scholars, and students in marketing studies.



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