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Chapter 1: New Perspectives on
Marketing in the Service Economy
Chapter 2: Consumer Behavior in a
Services Context Chapter 3: Positioning

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Service Products: Core and
Supplementary Elements. Chapter 5:
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importance of the services sector to the global 1 Ch. Lovelock, J. Wirtz, Services Marketing. People, Technology, Strategy, Prentice Hall, 7th edn., ...

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of Services Marketing by Lovelock, Wirtz, and Chew. Terms in this set (13) Forces transforming service markets.

Government policies, social changes, business trends, advances in technology, and Globalization. Examples of Government Policies.

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