

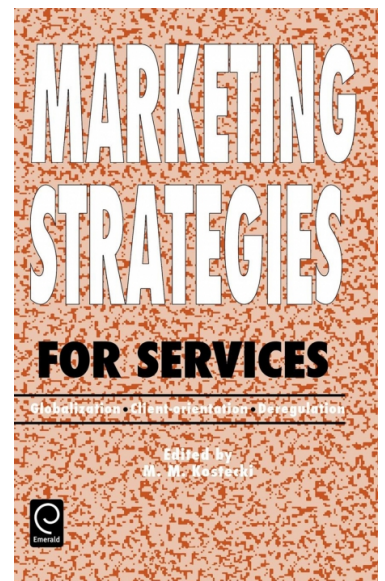
Marketing Strategies for Services

Globalization - Client-orientation - Deregulation

M. M. Kostecki

About the Book

What are the trends affecting the marketing of services? How is the current tendency towards customer orientation, globalization, deregulation and technological change determining the ways in which leading service firms conduct their marketing activities? Why is cross-sector fertilization particularly useful for services, and what type of strategic response is most likely to shape business success of service firms in the future? These are some of the questions addressed in this collective volume by academics and practitioners working with and within the service sector. Drawing on their own business experience as well as upon theoretical developments and concepts on marketing, strategic analysis, economics and organization theory, the authors present a fresh approach to questions of marketing strategies for services in global markets. They argue that in their marketing strategies, outstanding service firms increasingly emphasize results and performance, service technology, network structure and culture, lobbying, and global thinking in approaching markets and co-operation arrangements. Given the strength of the adjustment shock affecting service producers and its certain continuation, this book - full of insights and unconventional thinking - is an important contribution to the literature of services management. It will be useful reading for all who wish to understand why old patterns in the marketing of services are breaking down, as well as what lies around the corner.



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