

Kerin Hartley Rudelius Marketing 11th Edition



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Résumé : This article examines the received wisdom of services marketing and challenges the validity and continued usefulness of its core paradigm, namely, the assertion that four specific characteristics—intangibility, heterogeneity, inseparability, and perishability—make services uniquely different from goods.

KMCMS: Knowledge Management Content Management System

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2. Data and method. The opinion of tourism stakeholders on the potential to use well-being as a tourism product resource is not fully understood. In the current study, focus groups were conducted to investigate barriers and enablers of following this marketing direction.

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