



CONTENTS



Preface	vii
1 The Service and Relationship Imperative: Managing In Service Competition	1
2 Managing Customer Relationships: An Alternative Paradigm in Management and Marketing	20
3 The Nature of Services and Service Consumption, and its Marketing Consequences	45
4 Service and Relationship Quality	61
5 Quality Management in Services	97
6 Return on Service and Relationships	125
7 Managing the Augmented Service Offering	163
8 Principles of Service Management	181
9 Managing Service Productivity	205
10 Managing Marketing or Market-oriented Management	232
11 Managing Total Integrated Marketing Communication	264
12 Managing Brand Relationships and Image	285
13 Market-oriented Organization: Structure, Resources and Service Processes	299

14	Managing Internal Marketing: a Prerequisite for Successfully Managing Customer Relationships	330
15	Managing Service Culture: The Internal Service Imperative	356
16	Conclusions: Managing Relationships and the Six Rules of Service	372
	Index	387