

What Are Services? (2)



- **Five broad categories within non-ownership framework:**
 1. Rented goods services
 2. Defined space and place rentals
 3. Labor and expertise rentals
 4. Access to shared physical environments
 5. Systems and networks: access and usage
- **Implications of renting versus owning (Service Perspectives 1.1)**
 - Markets exist for renting durable goods rather than selling them
 - Renting portions of larger physical entity (e.g., office space, apartment) can form basis for service
 - Customers more closely engaged with service suppliers
 - Time plays central role in most services
 - Customer choice criteria may differ between rentals and outright purchases
 - Services offer opportunities for resource sharing

Service Marketing Lovelock Chapter 1ppt

Dirk Schaefer



Service Marketing Lovelock Chapter 1ppt:

Unveiling the Energy of Verbal Art: An Psychological Sojourn through **Service Marketing Lovelock Chapter 1ppt**

In some sort of inundated with monitors and the cacophony of instantaneous conversation, the profound power and psychological resonance of verbal beauty frequently disappear in to obscurity, eclipsed by the continuous onslaught of sound and distractions. Yet, nestled within the musical pages of **Service Marketing Lovelock Chapter 1ppt**, a captivating function of fictional brilliance that pulses with fresh feelings, lies an unique journey waiting to be embarked upon. Composed by way of a virtuoso wordsmith, that exciting opus instructions readers on a psychological odyssey, delicately exposing the latent possible and profound influence stuck within the complex web of language. Within the heart-wrenching expanse of the evocative examination, we can embark upon an introspective exploration of the book is main styles, dissect their interesting writing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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