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Chapter 10 ~~Chapter 08~~ **Chapter 1 Part 2** Christopher Lovelock Future Directions for Service Management 2 of 4 ~~Christopher Lovelock Future Directions for Service Management 4 of 4~~ *Shining a Light on the Importance of Relationships in Supply Chain | Advantage Group* *Five Dimensions of Service Quality* Transforming the End-to-End Customer Journey Improving the Customer Journey with Digital Transformation **Hoverboard Not**

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- The chapter text is organized around a revised framework for developing effective service marketing strategies that seamlessly builds on topics learned in a principles or marketing management course. The framework is introduced in Figure I.1 and on pages 28-30.

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