



Crafting The Service Environment (Paperback)

By Jochen Wirtz

World Scientific Publishing Co Inc (USA), United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. Designing the service environment is an art that involves a lot of time and effort, and can be expensive to implement. Service environments relate to the style and appearance of the physical surroundings and other experiential elements encountered by customers at service delivery sites. Crafting the Service Environment focuses on the key dimensions of service environments in the servicescape model and not much on its other aspects. This book is the eighth volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.



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