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Services marketing is a specialised branch of marketing. Services marketing emerged as a separate field of study in the early 1980s, following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods.. Services marketing typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and ...

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About the Author Douglas C. Montgomery is Regentsâ€™™ Professor of Industrial Engineering and Statistics and the Arizona State University Foundation Professor of Engineering. He received his B.S., M.S., and Ph.D. degrees from Virginia Polytechnic Institute, all in engineering.

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As shown in Figure 1, return on sales (operating income as a percent of sales) varies by regional market, but in all cases are well above overall performance found in most companies, domestic or global.

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