

services marketing an asia pdf

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 ...

Services marketing - Wikipedia

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Mobile marketing - Wikipedia

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EAST ASIA AND PACIFIC - Food and Agriculture Organization

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