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# **UNDERSTANDING SERVICE CONSUMERS (PAPERBACK)**

Understanding Service Consumers



World Scientific Publishing Co Inc (USA), United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. In services marketing, it is important to understand why customers behave the way they do. How do they make decisions about buying and using a service? What determines their satisfaction with it after consumption? Without this understanding, no firm can hope to create and deliver services that will result in satisfied customers who will buy again. Understanding Service Consumers is the first...

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- Authored by Jochen Wirtz
- Released at 2017



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