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MARKETING OF SERVICES: QUALITY DIMENSIONS



New Century Publications, New Delhi, 2011. Hardcover. Book Condition: New. First. 14 cms. 224pp. The commercial market for services is huge and expanding worldwide. In India, services sector accounts for the largest share of Gross Domestic Product (GDP). In fact, it is the growth performance of the services sector which is sustaining the overall growth of the Indian economy in the face of a stagnating agricultural sector. In the wake of liberalization and openness policies of the Government, the marketing...

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- Released at 2011



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