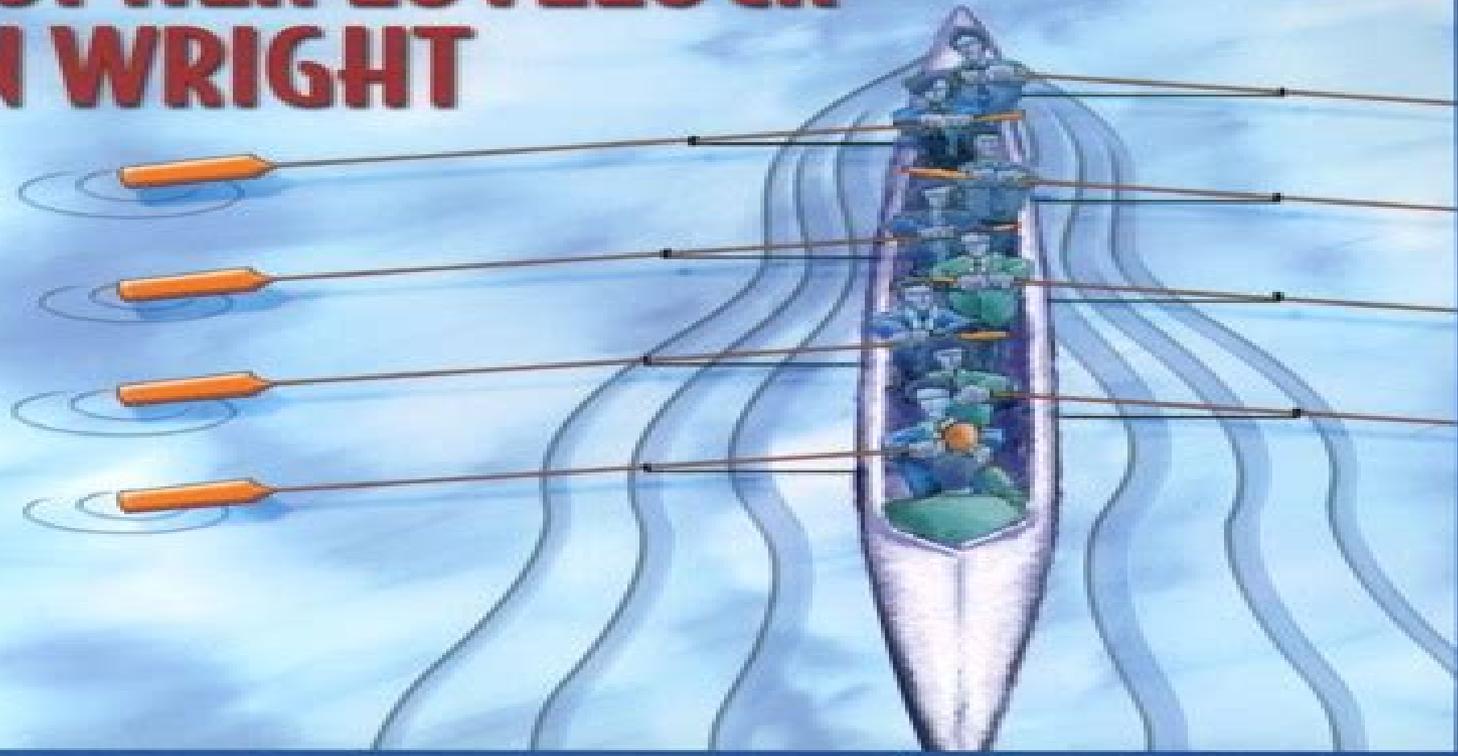


Principles of

Second Edition

SERVICE MARKETING AND MANAGEMENT

**CHRISTOPHER LOVELOCK
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