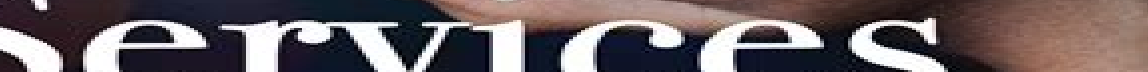




Fourth edition



Services Marketing

A Contemporary Approach

Dr Adele Berndt (Editor)
Prof Christo Boshoff (Consulting Editor)

Services Marketing A Managerial Approach

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