

## **Marketing des services (French Edition)**

Christopher Lovelock, Jochen Wirtz, Denis Lapert, Annie Munos



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Marketing des services (French Edition) Christopher Lovelock, Jochen Wirtz, Denis Lapert, Annie Munos Le seul ouvrage généraliste qui prend en compte tous les types de services : services de grande consommation, services professionnels. Ce manuel aborde les trois grands aspects du management des services : marketing, ressources humaines, opérations, et couvre aussi bien la stratégie de service que les outils de cette stratégie.



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