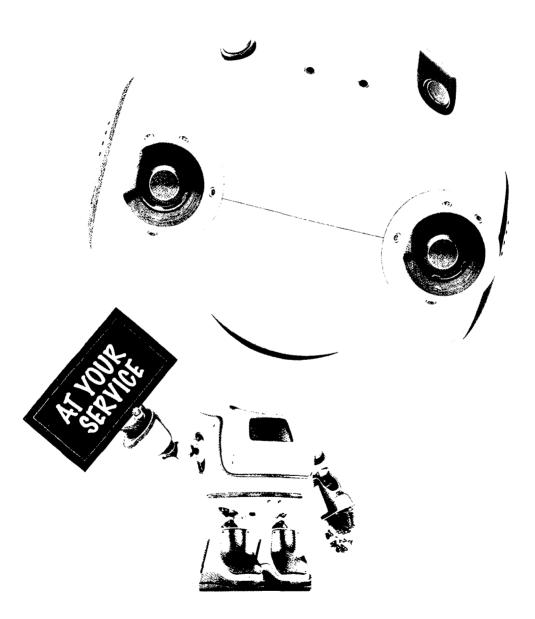
Essentials of Services Marketing

3rd Edition





Jochen Wirtz Christopher Lovelock

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