

Essentials of Services Marketing

3rd Edition



 **Pearson**

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The following cases are available for free download and class distribution on the Instructor's Resource Website for courses that adopt *Essentials of Services Marketing*.

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Case 19	Bouleau & Huntley
Case 20	Hotel Imperial
Case 21	Jollibee Foods Corporation
Case 22	TLContact: Care Pages Service (A + B)
Case 23	Giordano: Positioning for International Expansion
Case 24	Revenue Management at Prego Italian Restaurant
Case 25	Managing Word-of-Mouth: Referral Incentive Program that Backfired
Case 26	Menton Bank
Case 27	Massachusetts Audubon Society
Case 28	Bossard Asia Pacific: Can It Make Its CRM Strategy Work?
Case 29	The Broadstripe Service Guarantee
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