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Chapter 10: Crafting the Service Environment

Chapter 10: Crafting the Service Environment . Chapter 11: Managing People for Service Advantage . PART IV — IMPLEMENTING PROFITABLE SERVICE STRATEGIES. Chapter 12: Managing Relationships and Building Loyalty . Chapter 13: Complaint Handling and Service Recovery . Chapter 14: Improving Service Quality and Productivity. Chapter 15: Striving for Service Leadership

Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...

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Chapter 7: Promoting Services and Educating !! Customers

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SM7_Ch10_Environment - Services Marketing Chapter 10 ...

Slide © 2010 by Lovelock & Wirtz Services Marketing 7/e Chapter 10 – Page 12 Insights from Russell's Model of Affect = Emotional responses to environments can be described along two main dimensions: è Pleasure: subjective, depending on how much individual likes or dislikes environment è Arousal: how stimulated individual feels, depends largely on information rate or load of an environment = Separates cognitive emotions from emotional dimensions = Advantage: simple, direct approach to ...

