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Intangibility: Services are intangible and do not have a physical existence. Hence services cannot be touched, held, tasted or smelt. This is most defining feature of a service and that which primarily differentiates it from a product. Also, it poses a unique challenge to those engaged in marketing a service as they need to attach tangible ...

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Services marketing Services marketing is marketing based on relationship and value. It may be used to market a service or a product. Marketing a service-base business is different from marketing a product-base business. There are several major differences, including: 1. The buyer purchases are intangible 2.

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refers to the total lack or perception of a service's characteristics before and (often) after it is performed The term was first used in 1963 (Regan) It is the most radical characteristic of services, where from the others emanate Marketing implications Great marketing skills in tangibilising intangible offerings, i.e., in

2. An Introduction to Services Marketing

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Services marketing is a form of marketing that focuses on selling services. They can be tricky to sell, and the marketing approach for them is much different than the approach for products. Some companies offer both products and services and must use a mixture of styles; for example, a store

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that sells computers also tends to also help people ...

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