

## Services Marketing Textbooks

(updated May 17, 2002)

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Fisk, Raymond P., Stephen J. Grove, and Joby John (2000), *Interactive Services Marketing*. Boston: Houghton Mifflin Company.  
(250 Pages; I.S.B.N. Number = 0-395-76916-7)

Fitzsimmons, James A. and Mona J. Fitzsimmons (2001), *Service Management: Operations, Strategy, and Information Technology* (3<sup>rd</sup> Edition), Irwin/Mcgraw-Hill,  
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Glynn, William J. and James G. Barnes (1995), *Understanding Services Management*. West Sussex: John Wiley & Sons.  
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Grönroos, Christian (2000), *Service Management and Marketing: A Customer Relationship Management Approach* (Second ed.). West Sussex, England: John Wiley & Sons, Ltd.  
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(472 Pages; I.S.B.N. Number = 0-13-544701-1)

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(389 Pages; I.S.B.N. Number = 0-02-390563-8)

Rust, Roland T., Anthony J. Zahorik, and Timothy L. Keiningham (1996), *Service Marketing*. New York: HarperCollins College Publishers.  
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