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The benefits of such a service are held to be demonstrated by the buyer's willingness to make the exchange. Sat, 14 Apr 2018 23:33:00 GMT Service (economics) - Wikipedia - Advanced Social humanities and Mangement 3(2) 2016:1-12 www.pdjour.com 4 Figure 1. The Three-Stage Model of Service Consumption (Content adopted from Lovelock, Wirtz and Chew, Sun, 15 Apr 2018 03:08:00 GMT A LITERATURE REVIEW OF SERVICE QUALITY AND CUSTOMER ... - La diversit  des services. Ils sont tr s divers : distribution, parcs de loisirs, tourisme, transport, etc. Sp cificit s du marketing des services. Christopher Lovelock liste 7 diff rences distinctives entre le marketing management des services et le marketing management des produits (de grande consommation) : Sat, 14 Apr 2018 18:47:00 GMT Marketing des services â€” Wikip dia - The Innovation Journal: The Public Sector Innovation Journal, Volume 12(1), 2007, article 4. 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