



Services Marketing: The Indian Context, (Fourth Edition)

By R. Srinivasan

PHI Learning 0. Softcover. Book Condition: New. 4th edition. Services are widely used by people practically in all aspects of life. The Globalised era is seeing services being used by a wide cross-section of society from the corporate to the man. The Fourth Edition of the book educates its readers about how marketing strategies are changing and evolving through times. The new edition comes with updated case studies on various service sectors, such as Hospitality and Tourism (Thomas Cook, Karnataka State Tourism Development Corporation (KSTDC) Ltd., and (Cafe Coffee Day). A new case study ?Indian Airline Industry?, has also been introduced to add to the diversity of services. Finance (Credit Card Business of Standard Chartered) and Information Technology are also updated (Infosys and SAP). The cases, set within the Indian context, lend a practical dimension to the subject, familiarizing the students with the developments in the Services Marketing area in India. The new edition, with its emphasis on recent data and the contemporary Services Marketing scenario, is an ideal companion for the budding managers. It should also be of great use to the practising managers attending various Management Development Programmes (MDPs) and Executive Development Programmes (EDPs). New to this edition...



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