

What Are Services? (2)



- **Five broad categories within non-ownership framework:**
 1. Rented goods services
 2. Defined space and place rentals
 3. Labor and expertise rentals
 4. Access to shared physical environments
 5. Systems and networks: access and usage
- **Implications of renting versus owning (Service Perspectives 1.1)**
 - Markets exist for renting durable goods rather than selling them
 - Renting portions of larger physical entity (e.g., office space, apartment) can form basis for service
 - Customers more closely engaged with service suppliers
 - Time plays central role in most services
 - Customer choice criteria may differ between rentals and outright purchases
 - Services offer opportunities for resource sharing

Service Marketing Lovelock Chapter 6 Ppt

Joacim Rocklöv



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Reviewing **Service Marketing Lovelock Chapter 6 Ppt**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Service Marketing Lovelock Chapter 6 Ppt**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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