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Stated simply, Services Marketing refers to the marketing of services as against tangible products. As already discussed, services are inherently intangible, are consumed simultaneously at the time of their production, cannot be stored, saved or resold once they have been used and service offerings are unique

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and cannot be exactly repeated even by
the same service provider.

Services Marketing - Definition and its Importance

Figure 15-1 Communications and the
Services Marketing Triangle Internal
Marketing Vertical Communications
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Services marketing strategy focuses on

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interactions have been defined in the
concept of service encounter (Lovelock
and Wirtz, 2010), which include the

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interactions between customers and
employees, and ...

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She was selected for its inaugural cohort
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AMA in 2015. In 2008, the AMA awarded her with the Paul D. Converse Award, which is granted every four years to individuals who have made outstanding and enduring contributions to marketing through journal articles, books or a body of work.

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