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Applying the Flow Model of Distribution to Services Distribution embraces three interrelated elements: Information and promotion flow To get customer interested in buying the service
Negotiation flow To sell the right to use a service.

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Essentials of Services Marketing, 1st edition, is the only introductory services marketing textbook presented in full color. Written by Lovelock, Wirtz and Chew, this text's presentation of visual learning aids, coupled with the reader-friendly use of language will impress upon students that this is one marketing text clearly written with them in mind.

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