



**HÖGSKOLAN
I GÄVLE**

Services Marketing C 7.5cr

Services Marketing C 7,5hp

Version

Valid from

Valid to

2/11/13

-

Course identifier

FEG344

Course Literature

Wilson, A., Zeithaml, V.A., Bitner, M.J. Gremler, D.D (Ed.) *Services Marketing : Integrated customer focus across the firm*. McGraw-Hill. pages: 600 (latest European edition)