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New Perspectives in Services Chapter 1 Part 2 Chapter 13 Service Marketing Lovelock Chapter 2

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Chapter 2: Customer Behavior in Service Encounters

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Services Marketing Slide © 2010 by Lovelock & Wirtz Services Marketing 7/e Chapter 2 - Page 33 Summary Pre-purchase Stage Post-encounter Stage • In evaluating service performance, customers can have expectations positively disconfirmed, confirmed, or negatively disconfirmed • Unexpectedly high levels of performance, arousal, and positive affect are likely to lead to delight • Moments of Truth: importance of effectively managing touchpoints • High/low ...

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