

## Table of content

1. CHARACTER AND NATURE OF SERVICES .....	5
2. MARKETING CONCEPT IN SERVICE SECTOR. ESSENTIAL ADJUSTING OF MARKETING STRATEGY MIX AND RESEARCH.....	13
3. INFORMATION SYSTEMS AND MARKETING RESEARCH .....	23
4. STRATEGIC MARKETING PLANNING.....	30
5. SERVICE PRODUCT.....	43
6. PRICING.....	57
7. CHANNELS OF DISTRIBUTION.....	72
8. PEOPLE AND SERVICES .....	78
9. PROCESSES IN SERVICES .....	86
10. PROMOTION AND SERVICES.....	91
11. PHYSICAL EVIDENCE AND SERVICES.....	100
REFERENCES .....	107