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SERVICES MARKETING- AN OVERVIEW - Shodhganga
SERVICES MARKETING- AN OVERVIEW 2.1
Services; dentists create and dispense almost all their services at the S.M. Jha, Services Marketing, Hirnakya Publishing House, Mumbai, 2000, p.7 , same time. From the marketing point of view, direct sale is the only channel of distribution of services. This feature of services also limits the scale of operation of a service firm. The goods are produced.
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The 7 P's of Services Marketing - Management Study Guide
The 7 P's of Services Marketing The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services.

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