



# Principles of Services Marketing

*By Adrian Palmer*

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#### About the Author

Adrian Palmer is Professor of Marketing at Swansea University, UK, where he teaches Services Marketing and Customer Relationship Management. His recent research at the University of Swansea has been concerned with factors that lead to successful buyer-seller relationships, in particular the role of service quality and communication. He has published widely in services marketing and related topics, including the tourism sector.

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