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November 2005 To Members and Friends: It has been my pleasure and honor to serve as President of the Society for Marketing Advances for the past year.

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Services Marketing Notes Generally, goods are produced, then sold, and then consumed. Services, on the other hand, are usually sold first, then produced and consumed simultaneously. The service provider and the client are often physically present when consumption takes place.

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Services marketing Services marketing is marketing based on relationship and value. It may be used to market a service or a product. Marketing a service-base business is different from marketing a product-base business. There are several major differences, including: 1. The buyer purchases are intangible 2.

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