JOURNAL OF MANAGEMENT & ORGANIZATION

Services Marketing: Linking the Employee–Customer Interface

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ISBN 978-0-9775242-4-2

Australian and New Zealand Academy of Management

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SERVICES MARKETING: LINKING THE EMPLOYEE– CUSTOMER INTERFACE

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Sydney • Amsterdam • Palo Alto

JOURNAL OF MANAGEMENT & ORGANIZATION

Journal of the Australian and New Zealand Academy of Management

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CONTENTS   VOLUME 14 • ISSUE 2 • MAY 2008