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# **Chapter 10 Crafting The Service Environment**

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designing a company's offering and image to occupy a distinctive place in the minds of the target market The goal is to locate the brand in the minds of consumers to maximize the potential benefit to the firm Good brand positioning helps guide marketing strategy by clarifying the brand's essence, identifying the goals it ...

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10 1 Chapter 10 Crafting the Service Environment GENERAL CONTENT

Multiple Choice Questions 1. Service environments, also called \_\_\_\_\_ relate to the style and appearance of the physical surroundings and other experiential

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elements encountered by customers at service delivery sites. a. service planes b. servicescapes c. service boxes d.

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appearance of the physical surrounding and other experiential elements encountered by customers at service delivery sites.

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service environments — an important element of the service marketing mix.

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what is the purpose of service environments? the theory behind consumer responses to service environments. dimensions of the service environment. putting it all together. conclusion. chapter summary. review questions. application exercises. endnotes

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Purpose of Service Environments ! Helps firm to create distinctive image and unique positioning ! Service environment affects buyer behavior in three ways: " Message-creating medium: Symbolic cues to communicate the distinctive nature and quality of the

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service experience " Effect-creating  
medium: Use colors, textures, sounds,  
scents and

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Chapter 10: Crafting the Service  
Environment [Skip Navigation] Questions  
to Consider: Self-Study Quiz: Multiple

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Choice: True/False: Essay: PowerPoints:  
Flashcards / Glossary: Glossary  
Flashcards: Glossary [Skip Breadcrumb  
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Choice This activity contains ...

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Essentials of Services Marketing; Author.  
Wirtz Jochen; Chew Patricia; Lovelock  
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