Contents

Preface and Acknowledgments	ix
Introduction	1
Teresa A. Swartz and Dawn Iacobucci	
Service Reflections: Services in the Village Pierre Eiglier and Eric Langeard	7
Service Reflections: Service Marketing Comes of Age Christian Grönroos	13
I. SERVICES: THE SETTING	
Part 1: Environment/Performance	
1. Services as Theater: Guidelines and Implications Stephen J. Grove, Raymond P. Fisk, and Joby John	21
2. The Servicescape	37
Mary Jo Bitner	
3. Impression Management in Services Marketing Kent Grayson and David Shulman	51
4. A Model of Aesthetic Value in the Servicescape Janet Wagner	69
Part 2: Technology/Participation	
5. Self-Service and Technology: Unanticipated and Unintended Effects on Customer Relationships James G. Barnes, Peter A. Dunne, and William J. Glynn	89

6. Technology in Service Delivery: Implications for Self-Service and Service Support Pratibha A. Dabholkar	103
7. Customer Participation in Services Production and Delivery Amy Risch Rodie and Susan Schultz Kleine	111
8. Perceived Control and the Service Experience <i>John E. G. Bateson</i>	127
II. SERVICES: DEMAND MANAGEMENT	
9. Services and Seasonal Demand Steven M. Shugan and Sonja Radas	147
10. Waiting for Service: Perceptions Management of the Wait Experience Shirley Taylor and Gordon Fullerton	1 <i>7</i> 1
11. Pricing the Service Offering: An Integrative Perspective Paul J. Kraus	191
III. SERVICES: EXCELLENCE AND PROFITABILITY	
12. The Service Profit Chain: Intellectual Roots, Current Realities, and Future Prospects Roger Hallowell and Leonard A. Schlesinger	203
13. Estimating the Return on Quality: Providing Insights Into Profitable Investments in Service Quality Anthony J. Zahorik, Roland T. Rust, and	223
Timothy L. Keiningham	
14. Customer Satisfaction With Service Richard L. Oliver	247
15. The Customer Satisfaction Index as a Leading Indicator Eugene W. Anderson and Claes Fornell	255

IV. SERVICE RECOVERY

16. Service Recovery: Research Insights and Practices Stephen S. Tax and Stephen W. Brown	271
17. Complaining Nancy Stephens	287
18. Service Guarantees: Research and Practice Amy L. Ostrom and Christopher Hart	299
V. SERVICE RELATIONSHIPS	
19. Relationship Marketing and Management Paul G. Patterson and Tony Ward	317
20. Antecedents and Consequences of Service Quality in Business-to-Business Services Martin Wetzels, Ko de Ruyter, and Jos Lemmink	343
21. Sources and Dimensions of Trust in Service Relationships Devon S. Johnson and Kent Grayson	357
22. Service Relationships, Pseudo-Relationships, and Encounters Barbara Gutek	371
23. Brand Switching and Loyalty for Services Laurette Dubé and Stowe Shoemaker	381
24. Frequency Programs in Service Industries John Deighton	401
25. Smart Services: Competitive Advantage Through Information-Intensive Strategies Rashi Glazer	409
VI. SERVICES: THE FIRM	
26. Functional Integration in Services: Understanding the Links Between Marketing, Operations, and Human Resources Christopher Lovelock	421

27. Shaping Service Cultures Through Strategic Human Resource Management David E. Bowen, Benjamin Schneider, and Sandra S. Kim	439
28. Service Operations Management: A Field Guide Richard B. Chase and Ray M. Haynes	4 55
29. Addressing Services Marketing Challenges Through Franchising James Cross and Bruce J. Walker	473
Closing Observations Dawn Iacobucci and Teresa A. Swartz	485
Name Index	489
Subject Index	493
About the Editors	505
About the Contributors	507