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offer to another. Sign
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Creating and
marketing value in
today's increasingly
service and knowledge-
intensive economy
requires an
understanding of the
powerful design and

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packaging of
'intangible' benefits
and products, high-
quality service
operations and
customer

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menjelaskan bahwa
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the level of service that
the customer actually
anticipates the firm will

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provide. The zone of tolerance is the extent of variation of service customers are willing to accept. Adequate service falls at the bottom of

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