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Hutt, D. M., Spech, W. T. Business Marketing Management-A Strategic View of Industrial and Organizational Markets, New York: Thomson South-Western PH, 2004; Jan 2006 Douglas West

(PDF) INTERNAL ENVIRONMENT ANALYSIS TECHNIQUES

Brown, Stephen W. and Swartz, Teresa A. (1989), " A Gap Analysis of Professional Service Quality," Journal of Marketing, 53 (April), 92 - 8. Google Scholar | Abstract Carman, James M. (1990), " Consumer Perceptions of Service Quality: An Assessment of the SERVQUAL Dimensions ," Journal of Retailing, 66 (1), 33 - 55 .

Measuring Service Quality: A Reexamination and Extension ...

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