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concepts of service marketing and it goes on to describe some of the evolving facets of this subject of study. The book has been primarily written keeping the Indian markets in focus. In fact, the second chapter of the book discusses some of the

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major service entities in the country and traces their evolution over the years. Some of the basic and often discussed concepts of service marketing like the tangibility spectrum, service marketing mix, service marketing triangle along



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with the specific characteristics of services have been discussed in great detail. Overall, the author feels that the book shall serve as a wholesome and informative read for students pursuing MBA programs in various colleges and universities of

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the country apart from the professionals attached with the business of developing and marketing services in the country. This book is a compilation of case studies focusing on four fundamental areas of marketing viz.

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studies that contribute to the holistic understanding of a subject area. Conceptual understanding of the subject area along with application of theory is what this book offers. The questions at the end of each case study test the understanding

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of a case study by a student. The author hopes that this book will serve good to all students pursuing marketing management curriculum in various universities.

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