



Internal Marketing: Directions for Management

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Bringing together contributions from leading writers in the field of service marketing and management, this book represents a much-needed source of current research and conceptual development in internal marketing. Key themes and issues explored include:

- * the social model of marketing
- * the human resource management perspective
- * marketing and service management
- * quality management
- * organizational development
- * corporate identity, image and reputation
- * corporate communication.

Comprising new theoretical and empirical work, this book also features in depth case studies covering a wide range of sector and industry applications.



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