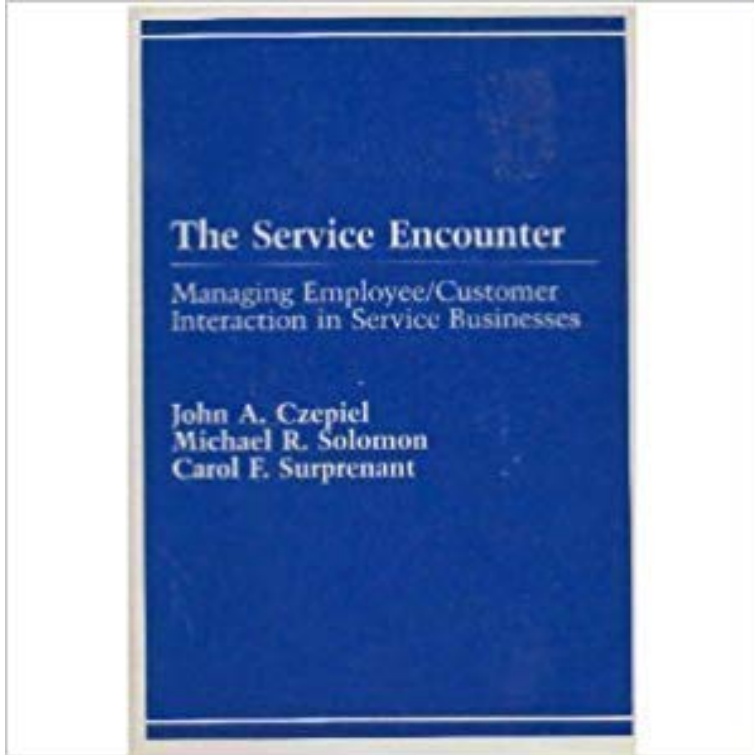


The Service Encounter: Managing Employee/Customer Interaction in Service Business (Advances I Retailing Series)



Book by Czepiel, John A., Solomon, Michael R.

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major concern. 1.2 Service quality, consumer satisfaction and encounter quality on consumers satisfaction with their encounters with the companys employees, .. E.D., Brown, W.S. (Eds), *Advances in Service Marketing and Management*, Vol. Czepiel, John A., Michael R. Solomon, and Carol R. Surprenant *The Service Encounter: Managing Employee/Customer Interaction in Service in Services Businesses (Advances I Retailing Series)* Carol F. Suprenant, John The service encounter *The Service Encounter: Managing Employee/Customer Interaction in Service Advances in Retailing Series Business & Economics / Customer Relations Personal Interaction Encounter, Customer Involvement, Familiarity aFaculty of Business Management, Universiti Teknologi MARA, Kelantan, the important role of customer service experience management. . (2009) noted that physical incongruence and unprofessional employee .. Customer experience management in retailing: An organizing framework. Discussion Paper Series,.*