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Experience Journey Tool *Lecture 10 - Developing Service*
Products- Part 2 ~~Lecture 26 - Crafting Service Environment - Part 2~~
~~Lecture 32 - Managing Relationships and Building Loyalty - Part 3~~
Lecture 30 - Managing Relationships and Building Loyalty - Part 1
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DWAYNE D. GREMLER, Bowling Green State University, received his MBA and PhD degrees from Arizona State University. He is a passionate advocate for the research and instruction of services marketing issues.

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