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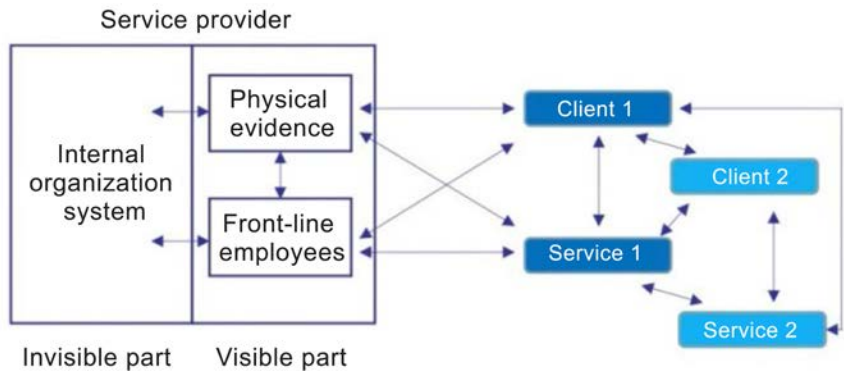
# **A Customer-oriented Manager for B2B Services**

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*Principles and Implementation*

Valérie Mathieu

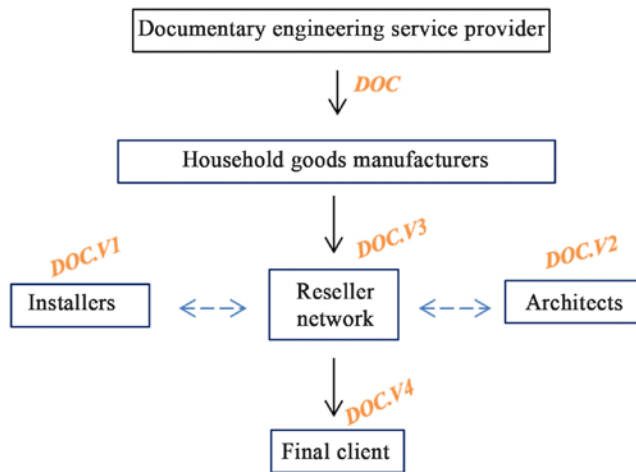
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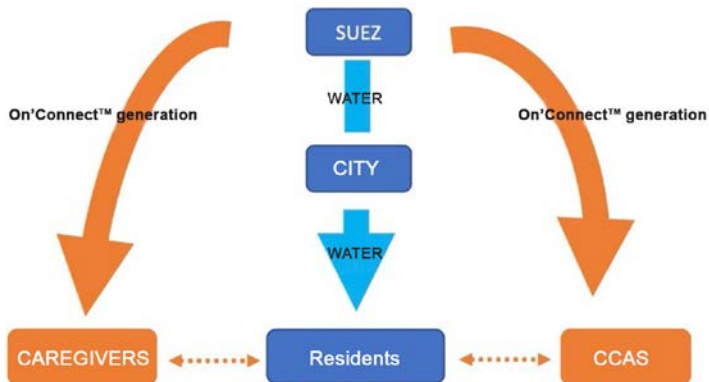
**Figure 2.1.** *Servuction (Eiglier 2004, p. 15)*



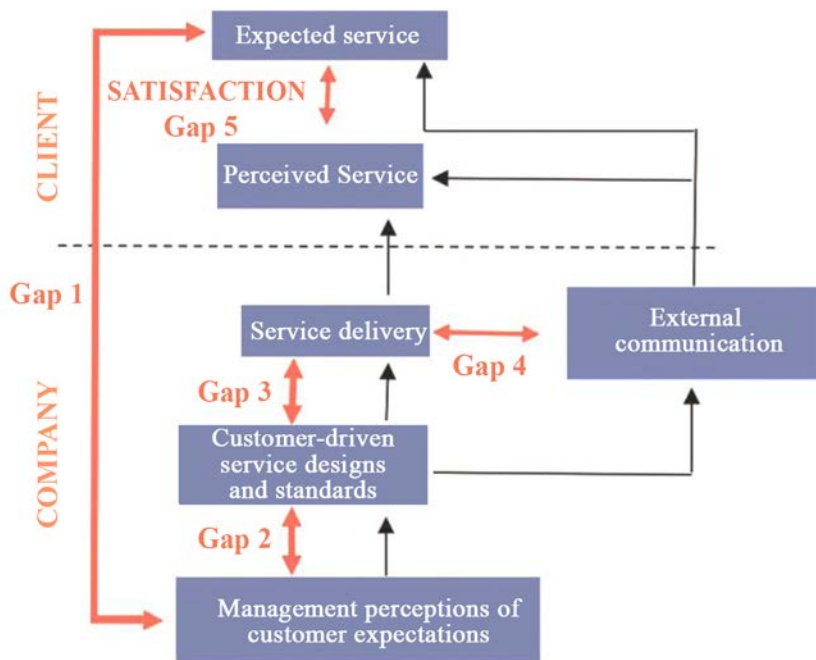
**Figure 3.1.** *The new aircraft painting service industry*



**Figure 4.1.** *Supply chain of a home goods manufacturer*



**Figure 4.2.** *Supply opportunities for the water supply chain*



**Figure 6.1.** *The gap model (Parasuraman et al. 1985)*