

Series Editor
Régine Teulier

A Customer-oriented Manager for B2B Services

Principles and Implementation

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Color Section

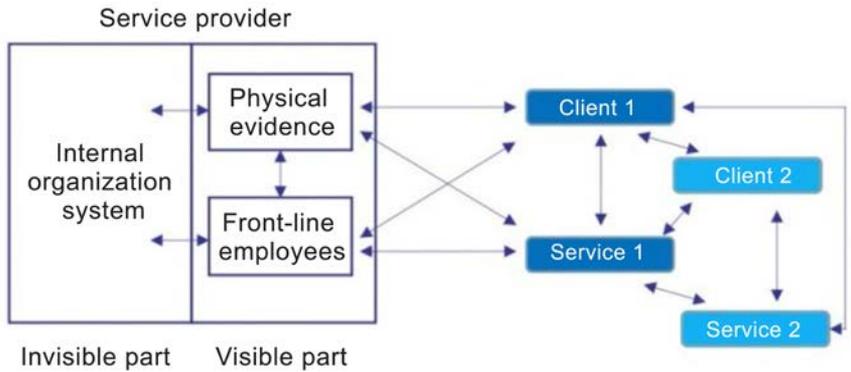


Figure 2.1. *Servuction (Eiglier 2004, p. 15)*



Figure 3.1. *The new aircraft painting service industry*

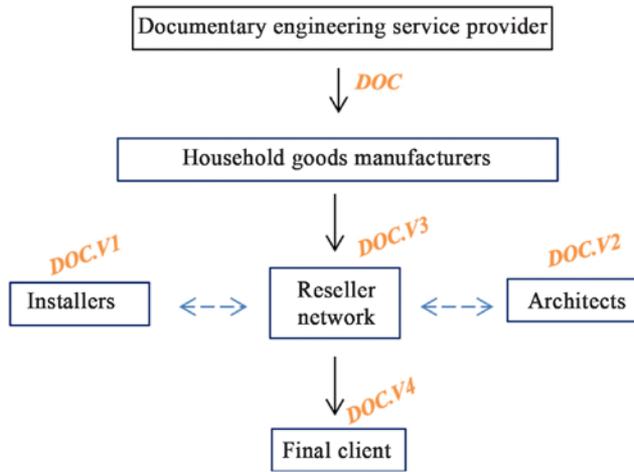


Figure 4.1. Supply chain of a home goods manufacturer

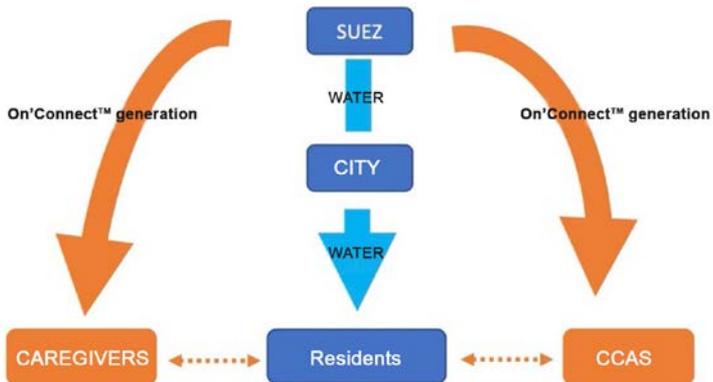


Figure 4.2. Supply opportunities for the water supply chain

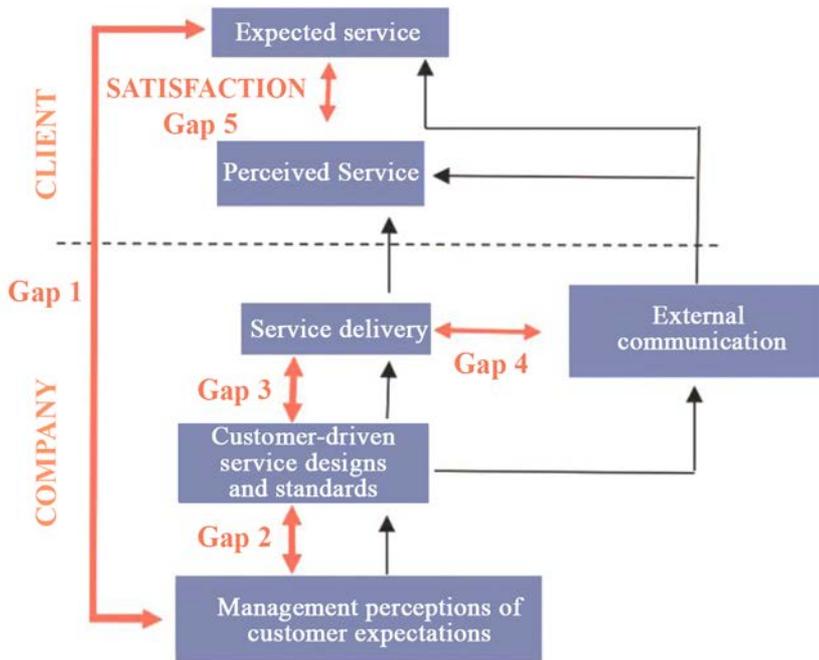


Figure 6.1. *The gap model (Parasuraman et al. 1985)*