



Servicescapes: The Concept of Place in Contemporary Markets

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The idea of the marketplace -- where buyers and sellers meet -- is rapidly changing. Today's marketplace, or "servicescape", can be a traditional store or a street vendor's cart; it can be a mall or a mail order catalog; it can be a phone, fax, modem, or even "cyberspace". This collection of 20 cutting-edge articles explores these various environments and shows how the buying environment influences the relationship between buyers and sellers. You'll review familiar servicescapes and also discover alternate placeways such as cyberculture.

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