



# **Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector (Advances in Marketing, Customer Relationship Management, and E-Services)**

*Upendra Singh Panwar*

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Economic growth is directly impacted by a multitude of different industries; in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic.

The **Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector** is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Featuring quality factors, marketing tools, and the effects of consumer behavior, this publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.

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