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therefore require different marketing frameworks. this has resulted in a fresh 'services-marketing-is-different' debate. the present article tests the validity of basic assertion of services marketing theory that four specific characteristics—intangibility, heterogeneity, inseparability, and perishability—make services uniquely different

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64 journal of marketing theory and practice place different importance on the same attribute [implying] that ? rms cannot treat newly acquired and loyal customers the same way" (2001, p. 352).

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