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The screenshot shows the Amazon.com interface for the book "Services Marketing (6th Edition) (Prentice-Hall Series in Marketing) (Hardcover)". The page features the Amazon logo, navigation links, and a search bar. The product title is prominently displayed, along with the authors' names and a star rating of 4.5 stars based on 10 customer reviews. The list price is \$164.80, and the current price is \$164.80. The book is available for free shipping with Amazon Prime. The cover image shows a group of people in a meeting setting.

Services Marketing (6th Edition) (Prentice-Hall Series in Marketing) (Hardcover)
by Christopher Lovelock (Author), Jochen Wirtz (Author)
★★★★☆ (10 customer reviews)

List Price: \$164.80
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Availability: In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

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The screenshot shows the Amazon.com interface for the book "Selling the Invisible: A Field Guide to Modern Marketing" by Harry Beckwith. The page features the Amazon logo, navigation links, and a search bar. The product title is prominently displayed, along with the author's name and a star rating of 4.5 stars based on 130 customer reviews. The list price is \$22.95, and the current price is \$15.61. The book is available for free shipping with Amazon Prime. The cover image shows a dark background with the title in white and a red circular seal.

Selling the Invisible: A Field Guide to Modern Marketing (Hardcover)
by Harry Beckwith (Author) "In a free-association test, most people—including most people in business—will equate the word "marketing" with selling and advertising: pushing the goods..." [\(more\)](#)
★★★★☆ (130 customer reviews)

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