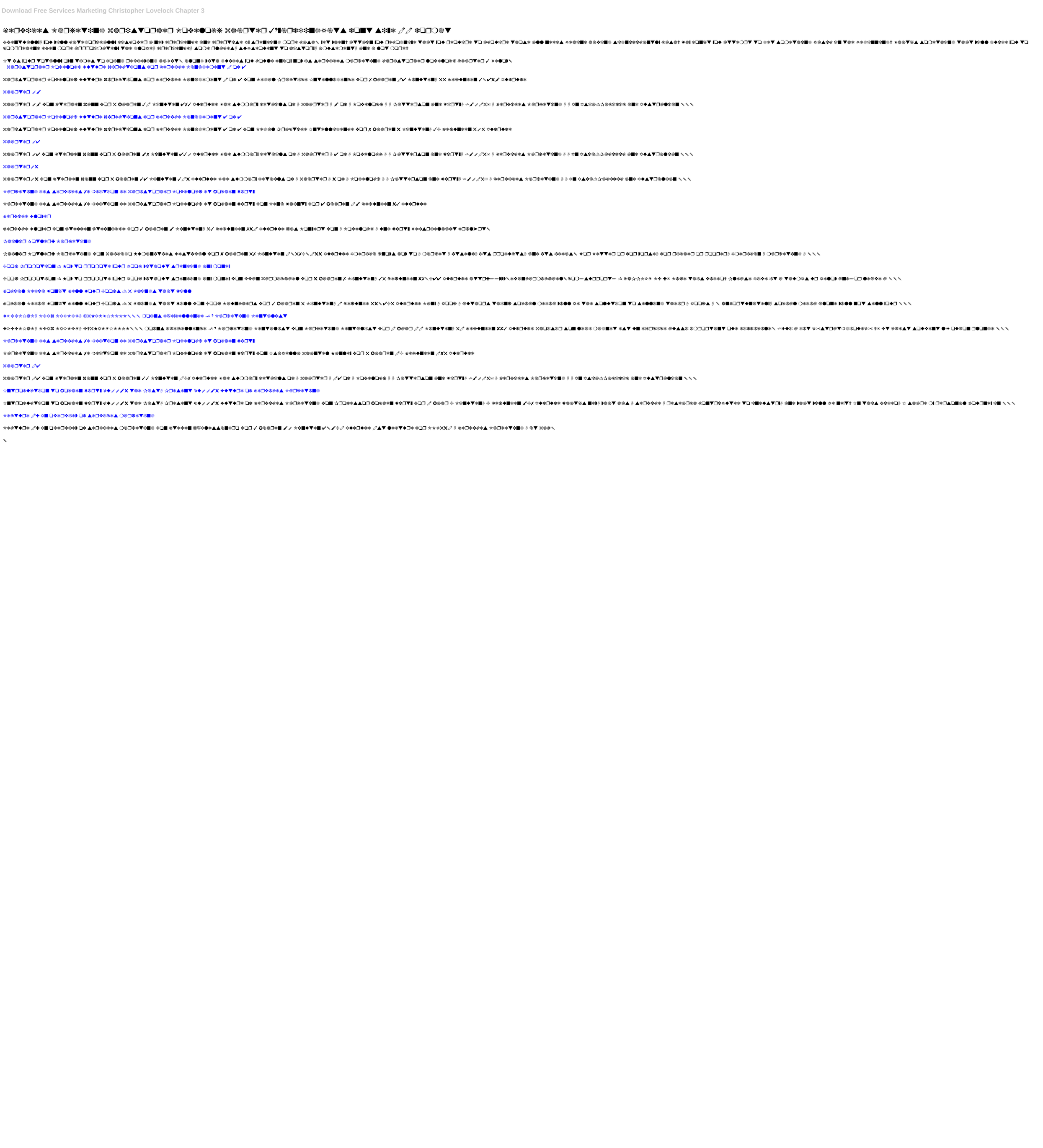Download Free Services Marketing Christopher Lovelock Chapter 3