

# SERVICES MARKETING MIX

Qu'est-ce que le Mix Marketing de Service??









PRODUCT

PERMIT

PLACE

PROMOTION

## Mix Marketing Des Services







PEOPLE

PHYSICAL ENVIRONMENT

**PROCESS** 

Les 7 P du marketing...







## **Le Marketing Des Services E Eacutedition Gestion**

SJ Ball

Le Marketing Des Services E Eacutedition Gestion:

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