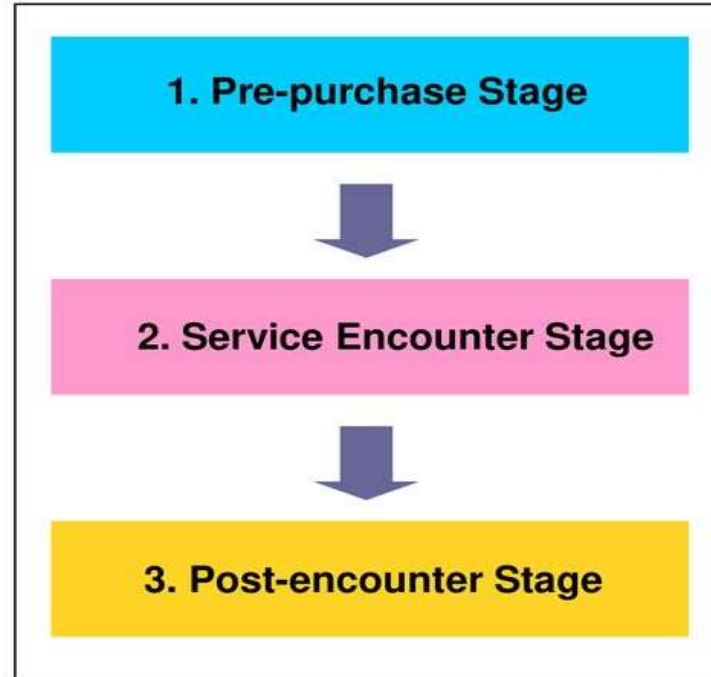




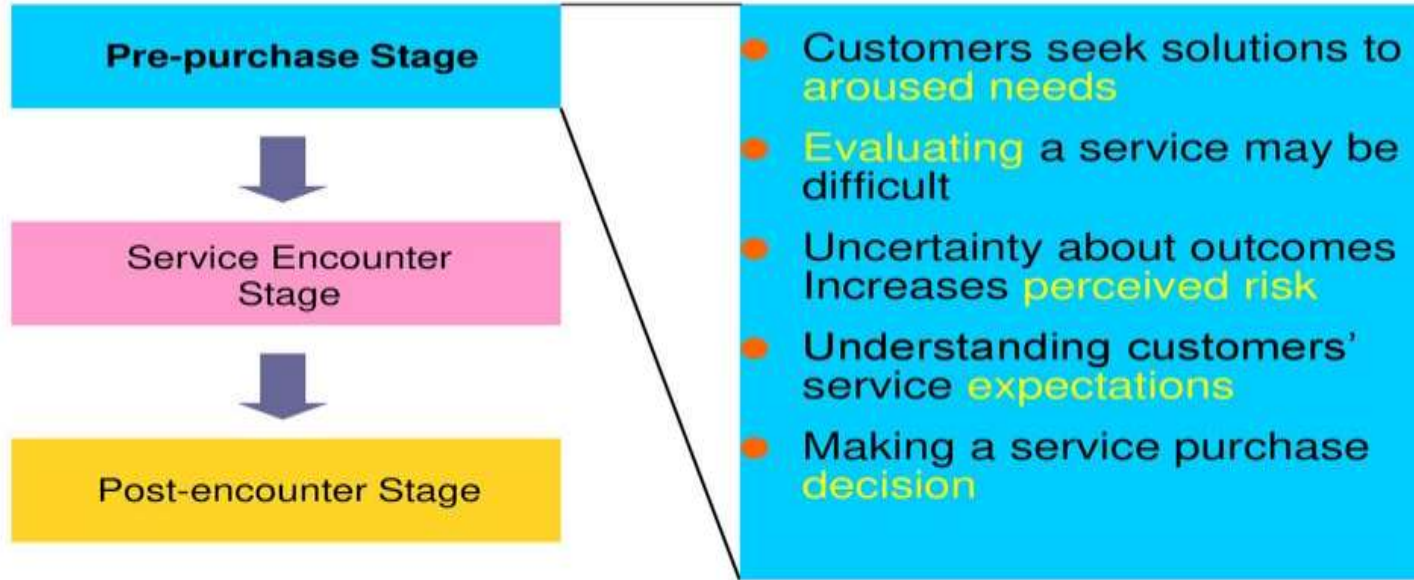
Overview Of Chapter 2

Customer Decision Making: The **Three-Stage Model** of Service Consumption

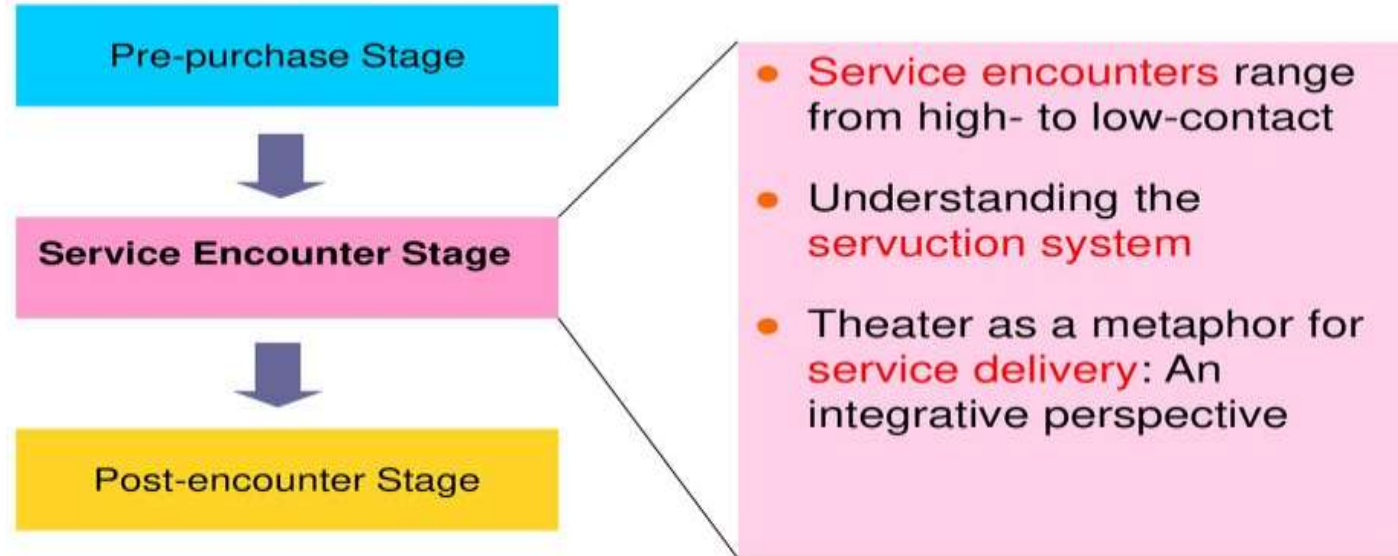




1. Pre-purchase Stage - Overview

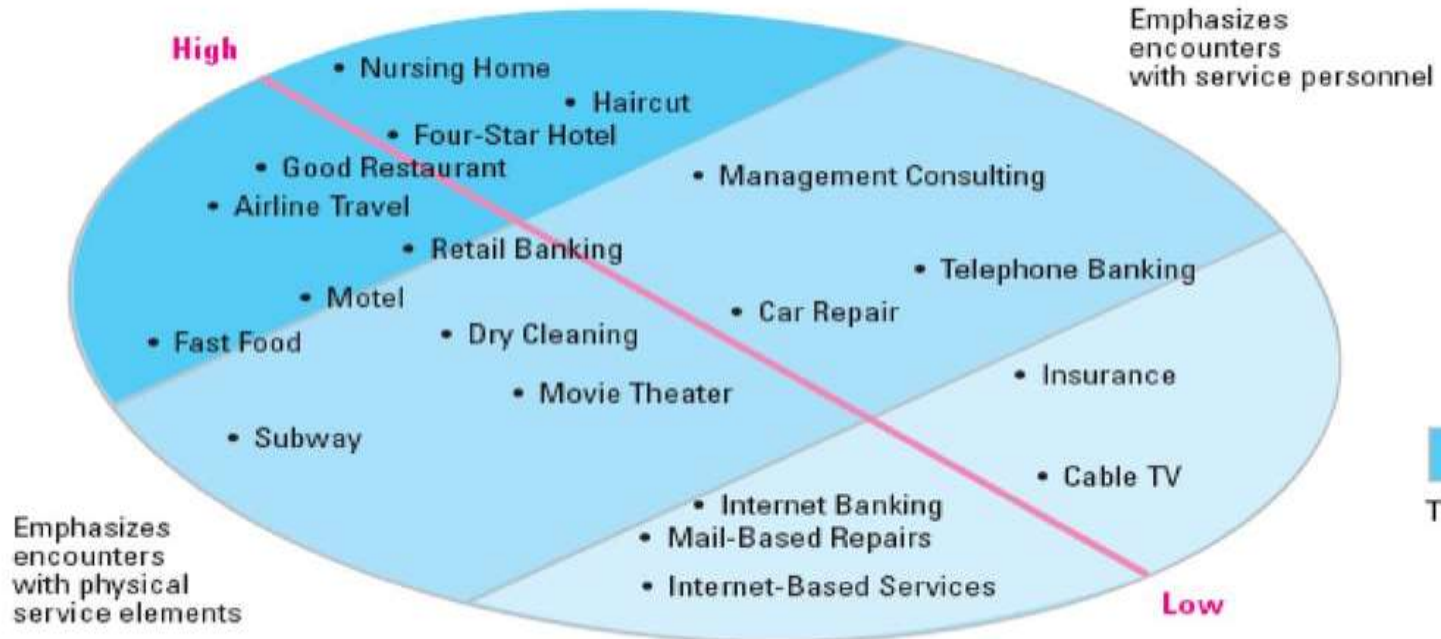


2. Service Encounter Stage - Overview





Service Encounters: High-Contact to Low-Contact



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3. Post-purchase Stage - Overview

