

**Selected Publications Focussing on Customer Service**  
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**[Items shown in bold are books that are available through online booksellers]**

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Zeithaml, Berry and Parasuraman, "Communication and Control Processes in the Delivery of Service Quality," Journal of Marketing, April 1988, pp. 35-48.

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Berry, Parasuraman and Zeithaml, "The Service-Quality Puzzle," Business Horizons, September-October, 1988, pp. 35-43.

**Zeithaml, Parasuraman and Berry, *Delivering Quality Service - Balancing Customer Perceptions and Expectations* (New York: The Free Press), 1990.**

Berry, Zeithaml and Parasuraman, "Five Imperatives for Improving Service Quality," Sloan Management Review, Summer 1990, pp. 29-38.

Parasuraman, Berry and Zeithaml, "An Empirical Examination of Relationships in an Extended Service Quality Model," Marketing Science Institute Research Program Series, December 1990, Report No. 90-122.

Parasuraman, Berry and Zeithaml, "Guidelines for Conducting Service Quality Research," Marketing Research, December 1990, pp 34-44.

Parasuraman, Berry and Zeithaml, "Understanding Customer Expectations of Service," Sloan Management Review, Spring 1991, pp. 39-48.

**Berry and Parasuraman, *Marketing Services: Competing Through Quality* (New York: The Free Press), 1991.**

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Parasuraman, Zeithaml and Berry, "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Future Research," Journal of Marketing, January 1994, pp. 111-24.

Berry, Parasuraman and Zeithaml, "Improving Service Quality in America: Lessons Learned," Academy of Management Executive, May 1994, pp. 32-52.

Parasuraman, Zeithaml and Berry, "Moving Forward in Service Quality Research: Measuring Different Customer-Expectation Levels, Comparing Alternative Scales, and Examining the Performance-Behavioral Intentions Link," Marketing Science Institute, September 1994, Report No. 94-114.

Parasuraman, Zeithaml and Berry, "Alternative Scales for Measuring Service Quality: A Comparative Assessment Based on Psychometric and Diagnostic Criteria," Journal of Retailing, Fall 1994, pp. 201-230.

Parasuraman, "Measuring and Monitoring Service Quality," Chapter 6 in Understanding Services Management, Willam Glynn and James Barnes (editors), Chichester, England: John Wiley & Sons Ltd., 1995, pp. 143-177.

Zeithaml, Berry and Parasuraman, "The Behavioral Consequences of Service Quality," Journal of Marketing, April 1996, pp. 31-46.

Berry and Parasuraman, "Listening to the Customer: The Concept of a Service-Quality Information System," Sloan Management Review, Spring 1997, pp. 65-76.

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Parasuraman, "Customer Service in Business-to-Business Markets: An Agenda for Research," Journal of Business and Industrial Marketing, Volume 13, Issue 4/5, 1998, pp. 309-321.

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Parasuraman, "Technology Readiness Index [TRI]: A Multiple-Item Scale to Measure Readiness to Embrace New Technologies," Journal of Service Research, May 2000, pp. 307-320.

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Zeithaml, Parasuraman, and Malhotra, "A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice," MSI Monograph, Report # 00-115, 2000.

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