

CHAPTER OVERVIEW

9: Products and Service- Consumer Offerings and Intangible Products

- 9.1: In the Spotlight - Products
- 9.2: Products, Services, and Experiences
- 9.3: Product Items, Product Lines, and Product Mixes
- 9.4: The Product Life Cycle
- 9.5: Marketing Strategies at Each Stage of the Product Life Cycle
- 9.6: Branding and Brand Development
- 9.7: Forms of Brand Development, Brand Loyalty, and Brand Metrics
- 9.8: Creating Value through Packaging and Labeling
- 9.9: Environmental Concerns Regarding Packaging
- 9.10: Ethical Issues in Packaging
- 9.11: Chapter Summary - Product
- 9.12: Services- The Intangible Product
- 9.13: In the Spotlight - Services
- 9.14: Classification of Services
- 9.15: The Service-Profit Chain Model and the Service Marketing Triangle
- 9.16: The Gap Model of Service Quality
- 9.17: Ethical Considerations in Providing Services
- 9.18: Applied Marketing Knowledge- Discussion Questions
- 9.19: Critical Thinking Exercises
- 9.20: Building Your Personal Brand
- 9.21: What Do Marketers Do?
- 9.22: Closing Company Cases
- 9.23: 9.22 Key Terms
- 9.24: References

This page titled [9: Products and Service- Consumer Offerings and Intangible Products](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Elisabeth Dellegrazie](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.