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### **ISCTE promotes Marketing for Services**

Publituris

The marketing investigation and training centre (GIEM) of the "Instituto Superior de Ciências do Trabalho e da Empresa" (ISCTE) promoted in Culturgest in Lisbon with the Deloitte Consulting's support, on the 21st of March, the 3rd Marketing for Services Conference, subordinated to the theme "Value for the Customer ". Evert Gummesson was the invited speaker, teacher and investigator of the Management School of the Stockholm University, who shown the study "Relationship marketing and quality management". Also intervened PT Prime, SAP, CGD, Interpass and **Spirituc** executives.

