Chapter 8
Service Marketing Strategies

1. Go to the homepage of the Walt Disney organization Shanghai resort (<https://www.shanghaidisneyresort.com>). Is there evidence of the service as drama analogy discussed in the chapter? Would this help other types of service companies? Why or why not?
2. Go to the websites of Ryanair ([www.ryanair.com](http://www.ryanair.com)) and Dell Computers ([www.dell.com](http://www.dell.com)) and see if you can determine why their websites have become so important for service performance. Are there any commonalities across these two successful service company websites?