**Service Innovation, Experience Marketing, and Post-Purchase Behavior: The Case of Team working in a Direct Marketing Organization**

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**Abstract**

Service innovation has been an emerging and important topic in Management and Marketing research. This paper conceptually and logically discusses the impact that service innovation can make on consumers’ post-purchasing behavior. It is argued that service innovation can influence on customer re-purchasing, indirectly, through experience marketing. Theoretical and practical implications are offered.

**Keywords**: Service Innovation; Experience Marketing; Value Perception; Repurchase

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