



# Services Marketing: People, Technology, Strategy

By Jochen Wirtz, Christopher Lovelock

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*Services Marketing: People, Technology, Strategy* is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, *Services Marketing: People, Technology, Strategy* is suitable for students who want to gain a wider managerial view of Services Marketing.

The textbook will be accompanied by supplementary materials for the educators, which include an instructor's manual for course instruction purposes, a test bank designed for each chapter to assess students' learning and understanding of the concepts learnt, and teaching slides for course presentation during classes. There will also be a course website for new and updated materials for easy access by educators and students alike.

Readership: Primary market University students taking the Services Marketing course, generally compulsory for Business and Marketing students, as well as MBA and EMBA students; Secondary market marketing professionals and practitioners.

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## **Services Marketing: People, Technology, Strategy** By Jochen Wirtz, Christopher Lovelock **Bibliography**

- Sales Rank: #964748 in Books
- Brand: imusti
- Published on: 2016-04-11
- Original language: English
- Number of items: 1
- Dimensions: 10.80" h x .90" w x 8.50" l, .0 pounds
- Binding: Paperback
- 800 pages

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### Editorial Review

#### From the Inside Flap

Services Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider managerial view of Services Marketing.

#### About the Author

**Jochen Wirtz** is Professor of Marketing at the National University of Singapore (NUS) and an international fellow of the Service Research Center at Karlstad University, Sweden. Professor Wirtz holds a PhD in services marketing from the London Business School and has worked in the field of services for more than 25 years.

Professor Wirtz's research focuses on service marketing and has been published in over 200 academic articles, book chapters and industry reports. He is an author or co-author of more than 10 books, including *Services Marketing: People, Technology, Strategy* (World Scientific, 8th edition, 2016), co-authored with Professor Lovelock, which has become one of the world's leading services marketing textbooks, translated and adapted for more than 26 countries and regions, and with sales of some 800,000 copies. His other books include *Flying High in a Competitive Industry: Secrets of the World's Leading Airline* (McGraw Hill, 2009), *Essentials of Services Marketing* (Prentice Hall, 3rd edition, 2016), and *Winning in Service Markets: Success Through People, Technology and Strategy* (World Scientific, 2016).

He serves on the editorial review boards of more than 10 academic journals, including the *Journal of Service Management*, *Journal of Service Research*, *Journal of Service Science* and *Cornell Hospitality Quarterly*, and is also an ad-hoc reviewer for the *Journal of Consumer Research* and *Journal of Marketing*.

The late **Christopher Lovelock** was one of the pioneers of services marketing. He consulted and gave seminars and workshops for managers all around the world, with a particular focus on strategic planning in services and managing the customer experience. From 2001 to 2008, he had been an adjunct professor at the Yale School of Management, where he taught services marketing in the MBA program. His distinguished academic career included 11 years on the faculty of the Harvard Business School, and two years as a visiting professor at IMD in Switzerland. He has also held faculty appointments at Berkeley, Stanford, and the Sloan School at MIT, as well as visiting professorships at INSEAD in France and the University of Queensland in Australia.

Author or co-author of more than 60 articles, 100 teaching cases, and 27 books, Professor Lovelock has seen his works translated into 16 languages. He served on the editorial review boards of the *Journal of Service Management*, *Journal of Service Research*, *Service Industries Journal*, *Cornell Hospitality Quarterly*, and *Marketing Management*, and was also an ad-hoc reviewer for the *Journal of Marketing*.

Widely acknowledged as a thought leader in services, Professor Lovelock has been honored by the American Marketing Association's prestigious Award for Career Contributions in the Services Discipline. This award

has been renamed the *SERVSIG Christopher Lovelock Career Contribution Award* in his honor.

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