

Services Marketing Christopher Lovelock Chapter 10

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Week 1 Chapter 1-Introduction to Services Marketing

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- The chapter text is organized around a revised framework for developing effective service marketing strategies that seamlessly builds on topics learned in a principles or marketing management course. The framework is introduced in Figure I.1 and on pages 28 – 30.

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Creating and marketing value in today ' s increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of ' intangible ' benefits and products, high-quality service operations and customer

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Chapter 1, " Introduction to Services Marketing " , now explores the nature of the modern service economy more deeply, and covers B2B services, outsourcing and offshoring. Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

Wirtz, Lovelock & Chew, Essentials of Services Marketing ...

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.

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Lovelock & Wirtz, Services Marketing: Global Edition, 7th ...

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Chapter 10: Crafting the Service Environment

Services Marketing: Global Edition, Christopher Lovelock, 9780273756064, Marketing, Applied Marketing, Pearson, 978-0-2737-5606-4 (123)

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Christopher Lovelock is one of the pioneers of services marketing. Based in Massachusetts, he consults and gives seminars and workshops for managers around the world, with a particular focus on strategic planning in services and managing the customer experience.

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