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Lovelock & Wirtz, Services Marketing: People, Technology ...

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An introduction and overview of Services Marketing to accompany our discussion of Week 1, Chapter 1, readings.

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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).

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Earlier, he received a best article award from the Journal of Marketing. Recognized many times for excellence in case writing, he has twice won top honors in the BusinessWeek "European Case of the Year" Award. For further information see www.lovelock.com.
Sample Chapter(s) Part 1: The Services Marketing Framework (2,679 KB)

Services Marketing - World Scientific

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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