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Services Marketing - World Scientific

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Wirtz, Jochen and Lovelock Christopher (2017), "Essentials of Services Marketing", Essentials of Services Marketing, 3rd edition., Pearson Education; Wirtz, Jochen (2017), "Winning in Service Markets: Success Through People, Technology, Strategy", Winning in Service Markets: Success Through People, Technology, Strategy, Available at Amazon

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As a team, Christopher Lovelock and Jochen Wirtz possess a blend of skills and experience that is ideally suited to writing an authoritative and engaging text on services marketing. Since first meeting at a service management conference in 1992, they have collaborated on a variety of projects, including cases, articles, conference papers, and ...

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