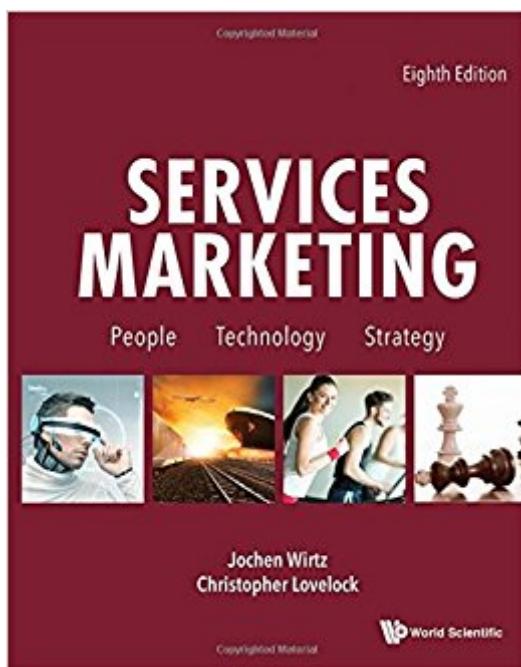


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# Services Marketing: People, Technology, Strategy (8th Edition)



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

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.

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 textbook, 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.

Personally, I think this is the best services marketing book out there. The 2016 edition is particularly excellent because so much has changed in the services landscape between now and any of the earlier published books by any authors. I think services marketing is in the tier of digital/social media marketing in its need to be taught with texts and readings absolutely current and timely. Additionally, I see almost everything as a service exchange--and this book does a wonderful job of delineating traditional service industries, incorporating and explaining ones newly perceived as services (e.g. software as a service), it melds some tenets of service dominant logic with a classic view, and it lays out the modern landscape of services. It gets into deep theoretical concepts without jargon. The author of this edition and his late co-author (Lovelace) of the former editions are well-cited scholars in the services marketing field. Lovelace's groundwork from the earlier editions is still here in Wirtz's updated edition. Their theoretical conceptualizations are given in a down-to-Earth manner, along with examples of theoretical advances from many other scholars. At the same time the text clearly shows how these insights can be incorporated into a managerial toolkit for real change in a service culture top-down and bottom-up. I am excited to impart this view of services marketing to the next generation of MBAs. This edition is with World Scientific Publishers. In an agreement with the author, they agreed to a low price for the US of the Kindle version and also the softcover is available at a price that is much lower than that of other text books. As marketers we realize that low price can influence quality perception. In this case it should influence SERVICE perception. The text is excellent, by leading minds in the services field, there are cases galore, it's great reading, and a full suite of instructor resources is available. It's written in a manner that allows each chapter to stand alone, so a course can be taught in order of the concepts you choose. I used this book to learn services marketing in the first place, and now I'm using it as a professor to teach it. I recommend it enthusiastically. I did not receive remuneration of any kind for this review, nor for adopting the text. I bought the text myself for myself and value it highly. As a final note, this book in Kindle and soft cover is a wonderfully low price point for students. That is a great example of a services marketing move by the publishers and author from my standpoint as a professor. Students who have a good textbook from which to read make class much better, and many more students buy the book when it's affordable. Also, considering my class is a service to my students in the new services landscape way of thinking of higher education, it's win-win services marketing all around. I find this a great object lesson. As an addendum, the author and publishing staff are available by email and very

responsive. Excellent textbook and service experience all around. I recommend this highly as both a student and professor of services marketing.

This practical guide by Jochen Wirtz gives me the specific advice and tools I need to build my business profitably. I receive so many quick fix marketing and advertising offers from businesses who say they can help me build my business, but none of them explain the simple truth this guide does. The simple truth I've learned from this book is that marketing or advertising campaigns won't work unless I get the basics right. The basics that are clearly explained in detail in this book. I find the examples of how successful companies have used this guide really useful too as I can picture how I can incorporate what they've done into my business. I find the best approach for me to apply this strategy to my business is to read a section each week (or two), rather than reading straight through in one session, and then applying what I've learned in that week. This way I find that I am able to make step-by-step manageable changes while I build my business.

I enjoyed this product and would purchase it again if I was required to. It is very helpful as usefully in life and I am glad I purchased it. Don't be a fool, just buy this product now. It was shipped promptly and arrived exactly as described. I would recommend this to a friend if I were asked to. Good solid product, not disappointed.

It is a very good and updated knowledge about new service concept.

great book

Love the book

Excellent text.

Very good book

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