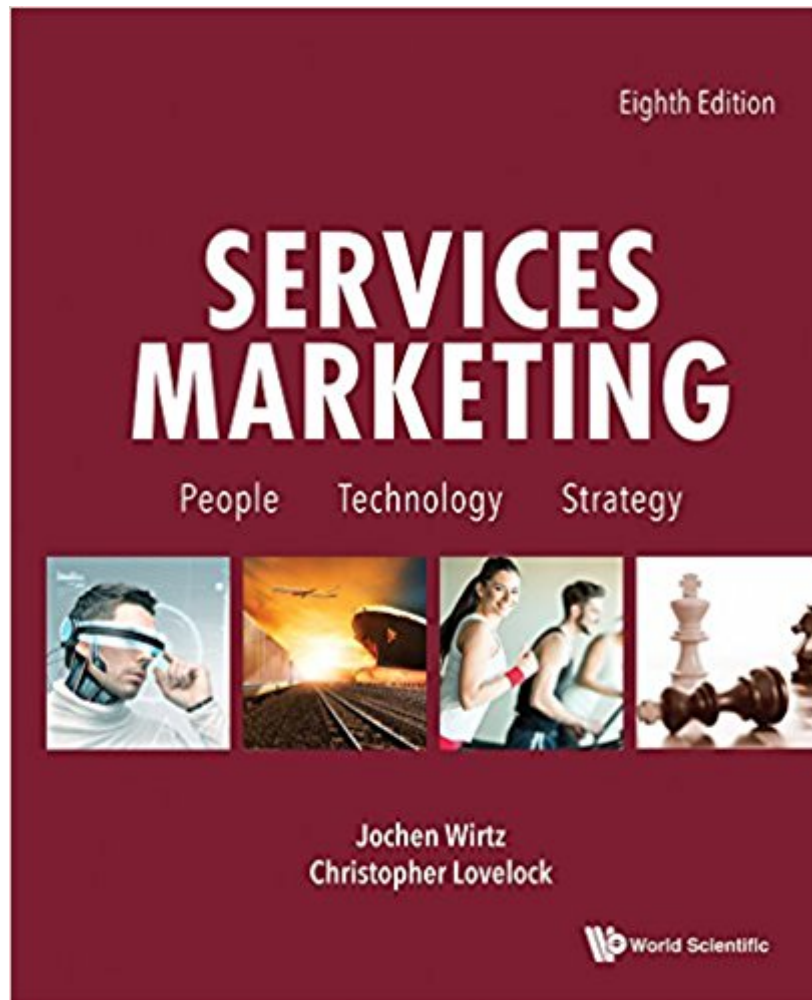




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Services Marketing: People, Technology, Strategy



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.

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Customer Reviews

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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