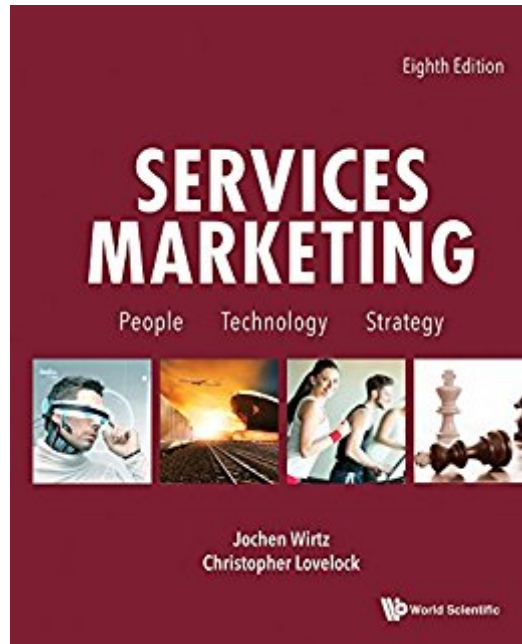


The book was found

# 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.

## Book Information

File Size: 77088 KB

Print Length: 600 pages

Publisher: People, Technology, Strategy; 8 edition (March 29, 2016)

Publication Date: March 30, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01DLYEZLG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #306,949 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #34

in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #56

in Kindle Store > Kindle eBooks > Business & Money > Industries > Service #80 in Books >

Business & Money > Marketing & Sales > Marketing > Industrial

## 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 number of nations whose GDP is primarily dependent on services is well documented, led by those earlier classified as "industrialized," e.g., United States, Great Britain, Germany, Japan, France, etc.. Nonetheless, too many otherwise seasoned business and marketing professionals, as well as university marketing graduates, lack necessary understanding of concepts and principles that apply in wide-ranging service businesses. We continue to suffer collectively from insufficient services marketing acumen that greatly impacts long-term success in the service sector. Hence the importance of outstanding services marketing sources for academic and professional application. Numerous services marketing texts have been published in various editions since the late 1980s, but very few today approach the depth and quality of *Services Marketing: People, Technology, Strategy*, 8th edition, 2016 by primary author Jochen Wirtz, that honors the memory of services marketing luminary Christopher Lovelock, who was first author of earlier editions. It is a superbly researched and comprehensive work, witnessed by the extraordinary list of acknowledgements of contributions by global colleagues. It presents a well-developed managerial and global perspective, organization and inclusive content that make it the exemplar among services marketing texts that should well serve both professional and advanced academic needs. The introductory chapter (Creating Value in the Service Economy) provides a well-conceived framework for understanding and applying service principles and concepts that follow.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing

books 1) Services Marketing: People, Technology, Strategy Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Blockchain: The Comprehensive Guide to Mastering the Hidden Economy: (Blockchain Technology, Fintech, Financial Technology, Smart Contracts, Internet Technology) Dealing With Difficult People: Get to Know the Different Types of Difficult People in the Workplace and Learn How to Deal With Them (How To Win People, How To Influence People) BASIC MARKETING: A Marketing Strategy Planning Approach Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising Microsoft Win32 Developer's Reference Library - (Microsoft Developers Library Win 32 BASE SERVICES (Microsoft Win 32 - Base Services) Human Services in Contemporary America (Introduction to Human Services) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services

