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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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Services Marketing: People, Technology, Strategy. CHRISTOPHER LOVELOCK, one of the pioneers of service marketing, divides his professional life among writing, teaching, and consulting. Based in New England, he gives seminars and workshops in the United States and around the world.

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Summary of the book Services Marketing written by C. Lovelock J. Wirtz. The summary is of chapter 1 to 14 of the 8th edition of the book. The summary is well-structured and contains visual representations of theory. Services Marketing People Technology Strategy Jochen Wirtz Christopher Lovelock 2016 Eighth edition World Scientific Summary of chapters 1 to 14

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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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The fundamentals of services marketing presented in a strategic marketing framework. Organized around a strategic marketing framework Services Marketing guides readers into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

For undergraduate courses in Service Marketing This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. The fundamentals of services marketing presented in a strategic marketing framework. Organized around a strategic marketing framework Services Marketing provides instructors with maximum flexibility in teaching while guiding students into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

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for employees, companies, customers, and society? > How have leading organizations been able to harness the full potential of IA, at scale, and generate massive efficiency gains in the range of 20 to 60%? > How can IA save 10+ million lives per year, triple our global budget for education, eliminate hunger, help protect our planet, or increase the resilience of society to pandemics and crises? What you will get from this book: > Get the lessons learned from 100+ IA transformation successes (and failures) > Benefit from the largest publicly available library of 500+ IA use cases by industry and by business function > Gain access to insights garnered from 200+ IA industry experts Read more about this book: www.intelligentautomationbook.com and get it on Amazon: <https://www.amazon.fr/dp/B08KFLY51Y>

WHY THIS BOOK? While many books have been published on AI, machine learning, or robotics, a comprehensive reference guidebook had never yet been written on the topic of IA. Also, it seemed essential to us to work towards establishing IA as a field, with its own frameworks, use cases, methods, and critical success factors. **ABOUT THE AUTHORS** Pascal Bornet is a recognized global expert, thought leader, and pioneer in the field of intelligent automation (IA). He founded and led the IA practices for McKinsey & Company and Ernst & Young (EY), where he drove hundreds of IA transformations across industries. Bornet is a member of the Forbes Technology Council, and he was awarded Global Top Voice in Technology 2019. Ian Barkin is Chief Strategy & Marketing Officer at SYKES. He is a globally recognized thought leader and veteran in the IA space. Barkin co-founded Symphony Ventures, a pure-play IA consulting company providing cutting-edge services across all sectors. In 2018, the company was acquired for US\$69 million by SYKES, a NASDAQ-listed global leader. Dr. Jochen Wirtz is Vice-Dean MBA Programmes at the National University of Singapore Business School, and Professor of Marketing. He is a well-known and highly acclaimed author with more than 20 books published, including "Services Marketing - People, Technology, Strategy". His

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research has been published in over 100 academic journal articles, and he received over 40 awards.

Essentials of Services Marketing, 3e, is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level. It delivers streamlined coverage of services marketing topics with an exciting global outlook with visual learning aids and clear language. It has been designed so that instructors can make selective use of chapters and cases to teach courses of different lengths and formats in either services marketing or services management.

Dedication -- Preface -- Introduction -- Understanding service products, consumers, and markets -- Creating and capturing value in the service economy -- Understanding service consumers -- Positioning services in competitive markets -- Applying the 4 PS of marketing to services -- Developing service products and brands -- Distributing services through physical and electronic channels -- Service pricing and revenue management -- Service marketing communications -- Managing the customer interface -- Designing service processes -- Balancing demand and capacity -- Crafting the service environment -- Managing people for service advantage -- Developing customer relationships -- Managing relationship and building loyalty -- Complaint handling and service recovery -- Striving for service excellence -- Improving service quality and productivity -- Organizing for service leadership -- Notes -- Index -- Acknowledgements -- About the author

Readers examine the use of services marketing as a competitive tool from a uniquely broad perspective with Hoffman/Bateson's SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES, 5E.

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Using a reader-friendly, streamlined structure, this book explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products. A wealth of real examples feature a variety of businesses from industries both within and beyond the nine service economy supersectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and other services. Cutting-edge data addresses current issues, such as sustainability, technology, and the global market, giving readers valuable insights and important skills for success in business today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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