

# Services Marketing Christopher Lovelock Chapter 12

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As a team, Christopher Lovelock and Jochen Wirtz provide a blend of skills and experience that's ideally suited to writing an authoritative and engaging services marketing text Since first

#### **Services Marketing - Edinburgh Business School**

Services Marketing The late Christopher Lovelock was one of the pioneers of services marketing He consulted and gave seminars and workshops for

managers around the world, with a particular focus on strategic planning in services and managing the customer experience

### **MARKETING DE SERVICIOS - WordPress.com**

Ampliamente reconocido como un importante líder en los servicios, Christopher Lovelock ha sido honrado con el prestigiado Award for Career Contributions in the Services Discipline de la American Marketing Association El artículo que escribió con Evert Gummesson, "Whither Services Marketing?"

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### **Chapter 2 Customer Behavior in a Services Context**

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