



Services Marketing: People, Technology, Strategy

Jochen Wirtz, Christopher Lovelock

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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.

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.

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