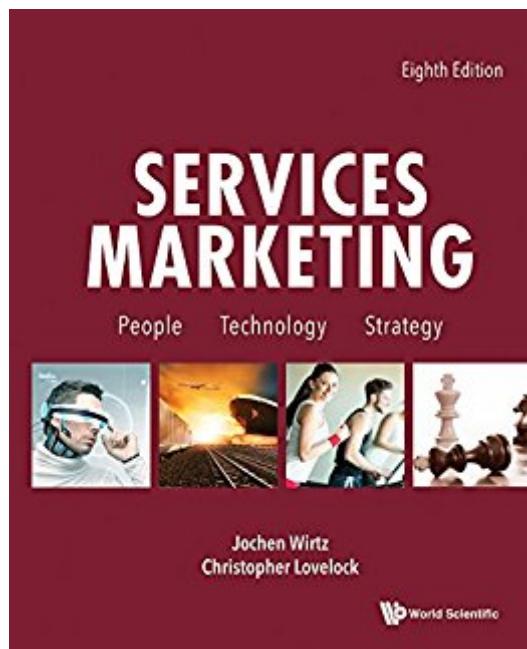


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# Services Marketing: People, Technology, Strategy



## **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.

## **Book Information**

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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 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.

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