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Strategies and a Marketing Plan  
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2. Overview of Chapter 1

<ul> <li> Why Study Services?

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The Expanded Marketing Mix Required for Services 3.

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Possession Processing. Customers are less physically involved compared to people processing services. Involvement is limited

Production and consumption are separable. Slide 2007 by Christopher Lovelock and Jochen Wirtz. Services Marketing 6/E. Chapter 1 - 41 Mental Stimulus Processing

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service marketing and  
management 1999 414 pages  
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Marketing 7/e Chapter 1 – Page 13  
Factors Stimulating

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## Transformation of the Service

Economy Business Trends Social  
Changes Advances In IT

Globalization Push to increase  
shareholder value Emphasis on  
productivity and cost savings – self-  
service technologies

Manufacturers add value through  
service and sell services More  
strategic alliances and outsourcing  
Focus on quality and customer  
satisfaction Growth of franchising  
Marketing ...

## Services Marketing Slide 2010 by Lovelock Wirtz Services ...

Services Marketing: People,  
Technology, Strategy, 7th Edition.  
Table of Contents . PART I:  
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PRODUCTS, CONSUMERS, AND  
MARKETS Chapter 1: New

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Service Economy Chapter 2:  
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Context Chapter 3: Positioning  
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Lovelock & Wirtz, Services  
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An introduction and overview of Services Marketing to accompany our discussion of Week 1, Chapter 1, readings.

## Week 1 Chapter 1-Introduction to Services Marketing - YouTube

Chapter 1, “ Introduction to Services Marketing ” , now explores the nature of the modern service economy more deeply, and covers B2B services, outsourcing and offshoring. Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

## Wirtz, Lovelock & Chew, Essentials of Services Marketing



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Marketing. Christopher Lovelock is  
one of the pioneers of services  
market- ing. 18 years, and holds a  
Ph.D. in services marketing from  
the. London Business. | 2nd ...

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Earlier, he received a best article  
award from the Journal of  
Marketing. Recognized many times  
for excellence in case writing, he  
has twice won top honors in the  
BusinessWeek "European Case of  
the Year" Award. For further

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[www.lovelock.com](http://www.lovelock.com). Sample  
Chapter(s) Part 1: The Services  
Marketing Framework (2,679 KB)

## Services Marketing - World Scientific

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

## (PDF) Services Marketing: People Technology Strategy, 8th ...

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Lovelock Wirtz Services Marketing  
7e Chapter 1; Universitas  
Prasetiya Mulya, Tangerang;

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