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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

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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).

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1 New Perspectives on

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Chapter 1 Christopher

Lovelock is one of the pioneers of services marketing. 18 years, and holds a Ph.D. in services marketing from the London Business. I 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,

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He has twice won top honors
in the BusinessWeek

"European Case of the Year"
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information see

www.lovelock.com. Sample

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Scientific

Creating and marketing value
in today's increasingly
service and knowledge-
intensive economy requires

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an understanding of the
powerful design and
packaging of 'intangible'
benefits and products, high-
quality service operations
and customer

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