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## Essentials of Services Marketing (2nd Edition)

By Jochen Wirtz, Patricia Chew, Christopher Lovelock



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**Essentials of Services Marketing (2nd Edition)** By Jochen Wirtz, Patricia Chew, Christopher Lovelock

### ***Make it easy for students to understand: Clear, Simple Language and Visual Learning Aids***

*The authors use simple English and short sentences to help students grasp concepts more easily and quickly. The text consists of full-colored learning cues, graphics, and diagrams to capture student attention and help them visualize concepts.*

***Know Your ESM*** presents quick review questions designed to help students consolidate their understanding of key chapter concepts.

### ***Make it easy for students to relate: Cases and Examples written with a Global Outlook***

*The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions: 40% from American, 30% from Asia and 30% from Europe.*

### ***Help students see how various concepts fit into the big picture: Revised Framework***

*An improved framework characterized by stronger chapter integration as well as tighter presentation and structure.*

### ***Help instructors to prepare for lessons: Enhanced Instructor Supplements***

- *Instructor's Manual: Contain additional individual and group class activities. It also contains chapter-by-chapter teaching suggestions.*
- *Powerpoint Slides: Slides will feature example-based teaching using many examples and step-by-step application cases to teach and illustrate chapter concepts.*
- *Test Bank: Updated Test Bank that is Test Gen compatible.*
- *Video Bank: Corporate videos and advertisements help link concept to application. Videos will also come with teaching notes and/or a list of questions for students to answer.*

- *Case Bank: Cases can be in PDF format available for download as an Instructor Resource.*

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## **Editorial Review**

### About the Author

**Dr Jochen Wirtz** holds a PhD in services marketing from the London Business School and has been working in the field of services for over 20 years. He is a tenured Associate Professor at the National University of Singapore (NUS), where he teaches services marketing in executive, MBA and undergraduate programs. He is also the director of the dual degree UCLA – NUS Executive MBA Program, a member of the executive committee of the NUS Teaching Academy (the NUS think-tank on education matters), an associate fellow of Executive Education at the Saïd Business School, University of Oxford, and an international fellow of the Service Research Center at Karlstad University, Sweden. Dr Wirtz has published widely on services marketing in over 80 academic articles, including the Harvard Business Review, Journal of Consumer Psychology, Journal of Retailing, Journal of Service Management, Journal of Services Marketing, Journal of Service Research, and Journal of the Academy of Marketing Science. He has also published over 100 conference papers, 40 book chapters and 10 books. This includes his collaboration with Dr Lovelock in writing one of the world's leading services marketing text books, "Services Marketing: People, Technology, Strategy, 7th edition" (Prentice Hall, 2011). Dr Wirtz serves on the editorial review boards of 11 academic journals. These include the Journal of Service Management, Journal of Service Research, and Cornell Hospitality Quarterly. He is also an ad hoc reviewer for the Journal of Consumer Research and Journal of Marketing. Dr Wirtz chaired the American Marketing Association's biennial Service Research Conference in Singapore. In recognition of his excellence in research and teaching, Dr Wirtz has received over 30 awards. These include the highest NUS accolade for education, the university-wide Outstanding Educator Award, and he was the winner of the inaugural Outstanding Service Researcher Award 2010 and the Best Practical Implications Award 2009, both by Emerald Group Publications. Dr Wirtz has been an active Management Consultant, working with international consulting firms, including Accenture, Arthur D Little, and KPMG, as well as major service firms in the areas of strategy, business development and customer feedback systems. Originally from Germany, Dr Wirtz spent seven years in London before moving to Asia.

**Dr Patricia Chew** holds a PhD in services marketing from the National University of Singapore. She is Deputy Head of Business and Head of Area in Marketing at SIM University in Singapore. She is in charge of the designing the business program, and overseeing curriculum development. She also appoints and manages the faculty. Dr Chew teaches a variety of marketing courses at SIM University and has also taught at the National University of Singapore in MBA and BBA programs. Dr Chew's research focuses on services marketing. She has published several articles and conference papers, particularly on incentivized referrals and word-of-mouth. One of her articles on incentivized word-of-mouth won the "Emerald Literati Club Award for Excellence" for the "Most Outstanding Paper" of the year in the International Journal of Service Industry Management. Dr Chew has consulted on services marketing-related projects for companies like LG Capital, National Library Board in Singapore and SK Telecom.

The late **Dr Christopher Lovelock** was one of the pioneers of services marketing. Widely acknowledged as a thought leader in services, he was honored by the American Marketing Association's prestigious Award for Career Contributions in the Services Discipline. In 2005, his article with Evert Gummesson, "Whither Services Marketing? In Search of a New Paradigm and Fresh Perspectives" won the American Marketing Association's Best Services Article Award. He was a finalist for the IBM award for the best article in the Journal of Service Research. Earlier, he received a best article award from the Journal of Marketing. Recognized many times for excellence in case writing, he had twice won top honors in the Business Week "European Case of the Year" Award. Dr Lovelock consulted and gave seminars and workshops for managers around the world. His particular focuses were on strategic planning in services and managing the customer experience. His distinguished academic career included serving 11 years on the faculty of Harvard Business School, and two years as a visiting professor in Switzerland's IMD. He has also held faculty appointments at Berkeley, Stanford and the Sloan School at MIT, as well as visiting professorships at INSEAD in France and The University of Queensland in Australia. Professor Lovelock was the author or co-author of over 60 articles, more than 100 teaching cases, and 26 books. His work has been translated into 12 languages. He served on the editorial review boards of the International Journal of Service Industry Management, Journal of Service Research, Service Industries Journal, Cornell Hotel and Restaurant Administration Quarterly, and Marketing Management. He was also an ad hoc reviewer for the Journal of Marketing.

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