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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.

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The primary objective of Essentials of Services Marketing: Concepts, Strategies Cases, 2e is to provide materials that not only introduce the student to the field of services marketing, but also acquaint the student with specific customer service issues. The business world now demands, in addition to traditional business knowledge, increasing employee competence in customer satisfaction, service quality, and customer service - skills that are essential in sustaining the existing customer base.

Readers examine the use of services marketing as a competitive tool from a uniquely broad perspective with Hoffman/Bateson's SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES, 5E. Using a reader-friendly, streamlined structure, this book explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products. A wealth of real examples feature a variety of businesses from industries both within and beyond the nine service economy supersectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and other services. Cutting-edge data addresses current issues, such as sustainability, technology, and the global market, giving readers valuable insights and important skills for success in business today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"Services, whether online or offline, are important in modern economics in which the understanding is that 'we are all in services'. Service Marketing, a subset of the field of marketing, has evolved and developed a range of theories and models all focused on providing superior services offerings to today's market and its growing expectations of service delivery. New research provides additional contemporary insights into this dynamic and developing area. This text seeks to address the current research and its managerial implications, specifically by including new case studies and integrating new research results and new perspectives on the various aspects of services."--Back cover.

This Handbook examines the area of consumer behaviour from the perspective of current developments and developing areas for the discipline, to new opportunities that comprehend the nature of consumer choice and its relationship to marketing. Consumer research incorporates perspectives from a spectrum of long-established sciences: psychology, economics and sociology. This Handbook strives to include this multitude of sources of thought,

