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Ampliamente reconocido como un importante líder en los servicios, Christopher Lovelock ha sido honrado con el prestigiado Award for Career Contributions in the Services Discipline de la American Marketing Association. El artículo que escribió con Evert Gummesson, "Whither Services Marketing?"

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Services Marketing: Global Edition [Paperback] [Dec 13, 2011] Christopher Lovelock , Jochen Wirtz [Christopher Lovelock , Jochen Wirtz] on Amazon.com. \*FREE\* shipping on qualifying offers. Paperback. Pub Date :2013-02-11 Pages: 648 Language: English Publisher:. Pearson Education For undergraduate courses in Service Marketing This title is a Pearson Global Edition The Editorial team at Pearson ...

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**Lovelock & Wirtz, Services Marketing | Pearson**  
Lovelock's last academic publication, "Services Marketing: People, Technology, Strategy 6th edition," co-authored together with Jochen Wirtz, has been translated into ten languages. Other books include "Product Plus", "Marketing Challenges" and "Public and Nonprofit Marketing" (the latter two co-authored with Charles Weinberg). Lovelock's 60 odd articles were also internationally acclaimed. His paper, "Whither Services Marketing?"

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Organized around a strategic marketing framework Services Marketing provides instructors with maximum flexibility in teaching while guiding students into the consumer and competitive environments in services marketing. The marketing framework has been restructured for this edition to reflect what is happening in services marketing today.

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