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LOVELOCK, one of the pioneers of service marketing, divides his professional life among writing, teaching, and consulting. Based in New England, he gives seminars and workshops in the United States and around the world.

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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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Since first meeting at a service management conference in 1992, they have collaborated on a variety of projects, including cases, articles, conference papers, and the Asian adaptation of an earlier edition of Services Marketing. Christopher Lovelock, one of the pioneers of services marketing, is

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an adjunct professor at
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