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An introduction and overview of Services Marketing to accompany our discussion of Week 1, Chapter 1, readings.

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Earlier, he received a best article award from the Journal of Marketing. Recognized many times for excellence in case writing, he has twice won top honors in the BusinessWeek "European Case of the Year" Award. For further information see www.lovelock.com. Sample Chapter(s) Part 1: The Services Marketing Framework (2,679 KB)

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