



SERVICES MARKETING: INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM

By Alan Wilson, Valarie Zeithaml, Mary Jo Bitner

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European economies are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future. In its third European edition, Services Marketing: Integrating Customer Focus across the Firm provides full coverage of the foundations of services marketing, placing the distinctive gaps model at the center of this approach. Drawing on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through quality service, outlining the core concepts and theories in services marketing today.

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Editorial Review

About the Author

Alan Wilson is Professor of Marketing and a previous Head of the Marketing Department within the University of Strathclyde Business School. Before joining the university, he was a senior consultant and executive trainer within the services division of a London-based marketing consultancy practice and prior to that an Associate Director of a leading London-based marketing research agency. He specialises in the marketing of services and has a PhD in the subject. He is a Fellow of both the Chartered Institute of Marketing and the Market Research Society. His book, *Marketing Research: An Integrated Approach*, is in its third edition and he has published in a wide range of marketing and service management journals, for which he has won a number of awards and prizes. Professor Wilson has delivered high-level executive training to a wide range of service organisations in the banking, hospitality, professional service and business-to-business service sectors and has been invited to deliver lectures and seminars on both services marketing and marketing research in a variety of countries throughout the world. He also regularly acts as a marketing and marketing research adviser to a number of Scottish and UK-based service organisations.

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