Announcing the new edition of the most contemporary textbook/casebook/reader available for the Services Marketing course.

Significantly revised, restructured, and updated to reflect the challenges facing today’s service managers, this text/reader/casebook combines conceptual rigor with practical examples and applications. A new fifteen chapter organization reflects the nature of what today’s service marketers do in the real world. Eight concise current readings from leading thinkers in the field and fifteen classroom-tested cases of various lengths, half of which are brand new, make this the most contemporary services marketing text available.
**Features**

**NEW!** Major update—New material has been added to each chapter and the text has been streamlined from 18 to 15 chapters for greater clarity.

- New Chapter 10: *Planning the Service Environment*
- New coverage of revenue management/yield management in Chapter 6
- Expanded coverage of managing frontline staff in Chapter 11
- New coverage of CRM, churn management, and wheel of loyalty in Chapter 12
- New coverage of customer feedback systems in Chapter 13
- Includes quality and productivity tools such as service process redesign and six sigma in Chapter 14
- Material on globalization and technology is now integrated throughout the text
- New research findings and citations in all chapters

**NEW!** Co-author Jochen Wirtz, an expert in customer satisfaction and feedback.

- Collaboration of authors enriches the text with new insights and perspectives. Lovelock and Wirtz’s combined experience in teaching, consulting, and research helps make this a versatile, engaging text.

**NEW!** Fifteen class-tested cases, ranging in length and level, drawn from a cross-section of service industries including business-to-business, nonprofit, and financial services.

- Twelve cases are new and three have been updated from the previous edition. All are copyrighted post-2000. The cases are designed to motivate students to prepare, discuss, and learn from relevant and timely cases that explore service marketing challenges both in the U.S. and internationally.

**NEW!** Eight compelling readings.

- Six are new to this edition. Selected for readability and currency, they include contributions from top service researchers and are drawn from *Harvard Business Review*, *Journal of Academy of Marketing Science*, *Journal of Service Research*, *Marketing Management*, and *Sloan Management Review*.

**An integrated approach**—Places marketing issues within a broader general management context while offering a balanced focus on the close ties that link the marketing, operations, and human resource functions. It also relates understanding of customer behavior to development of competitive strategy in the marketplace.

**An updated 7Ps services marketing mix**—Modifies several of the elements of the traditional 7Ps framework (e.g., place and time, promotion and education, price and other user outlays) for richer insights and more effective strategy formulation. Students learn how different elements of service strategy fit together in a modern, synergistic framework.

**Cases**

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Service Theater: An Analytical Framework for Services Marketing,
Stephen J. Grove and Raymond P. Fisk

II. KEY ELEMENTS OF SERVICES MARKETING
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Where Should the Next Marketing Dollar Go?
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Insurance (B): Homeowners Insurance, Frances Frei (Harvard) • Progressive Insurance (C): Auto Repair, Frances Frei
As a team, Christopher Lovelock and Jochen Wirtz possess a blend of skills and experience that is ideally suited to writing an authoritative and engaging text on services marketing. 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 an adjunct professor at the Yale School of Management, where he teaches an MBA services marketing course. As principal of Lovelock Associates, he consults and gives seminars and workshops for managers around the world, with a particular focus on planning service marketing strategy and managing the customer experience. Dr. Lovelock’s distinguished academic career has included 11 years on the faculty of the Harvard Business School and two years as a visiting professor at IMD in Switzerland. He has also held appointments at Berkeley, Stanford, and the Sloan School at MIT, as well as visiting professorships at The University of Queensland in Australia and at both INSEAD and Theseus Institute in France. He obtained a BCom and an MA in economics from the University of Edinburgh, and then worked in advertising with the London office of J. Walter Thompson Co. and in corporate planning with Canadian Industries Ltd. in Montreal. Later, he obtained an MBA from Harvard and a PhD from Stanford. Author or co-author of over 60 articles, more than 100 teaching cases, and some two dozen books, he serves on the editorial review boards of the *International Journal of Service Industry Management*, *Journal of Service Research*, *Service Industries Journal*, *Cornell Hotel and Restaurant Administration Quarterly*, and *Marketing Management*. He is a recipient of the American Marketing Association’s Award for Career Contributions to the Services Discipline and of 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 Business Week “European Case of the Year” award.

**Jochen Wirtz** is an associate professor at the National University of Singapore, where he teaches services marketing courses in executive, MBA, and undergraduate programs. He is a member of the management committee of NUS Business School, director of the Asia-Pacific Executive MBA Program, and co-director of NUS’s joint EMBA program with UCLA. He received his PhD in services marketing from the London Business School and holds a BA (Honors) in marketing and accounting and a professional certification in banking from Germany. Dr. Wirtz’s research focuses on service management and he has published some 40 academic articles in, among others, the *Journal of Business Research*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Journal of Services Marketing*, *Journal of Service Research*, *Managing Service Quality*, and *Psychology and Marketing*. In addition, he has also published some 70 conference papers, 5 books, and some 40 book chapters. His research awards include the ‘Emerald Literati Club 2003 Award for Excellence’ for the most outstanding paper of the year in the *International Journal of Service Industry Management*. Dr Wirtz serves on the editorial review boards of five journals. He has received several awards for outstanding teaching at NUS Business School and in 2003 won the University-wide “Outstanding Educator” award. Dr. Wirtz has also been active as a management consultant, working with both international consulting firms including Accenture, Arthur D. Little and KPMG, and major service companies in the areas of strategy, business development, and service management.