

# Essentials Of Services Marketing 2nd Edition

## Lovelock Wirtz

Essentials Of Services Marketing 2nd Edition Lovelock Wirtz Essentials of Services Marketing 2nd Edition Lovelock Wirtz A Comprehensive Overview Essentials of Services Marketing by Christopher Lovelock and Jochen Wirtz is a widely acclaimed textbook that provides a comprehensive and insightful exploration of the unique challenges and opportunities presented by the services industry. This 2nd edition published in 2018 builds upon the strong foundation of the first edition by incorporating the latest research trends and realworld examples making it an essential resource for students and professionals alike.

**Structure and Key Features**

The book is structured logically guiding readers through the fundamental concepts of services marketing progressing to more advanced topics and applications. It is organized into 19 chapters each addressing a specific aspect of services marketing with numerous practical examples and case studies to illustrate key concepts.

**Part I: Services Marketing**

- Chapter 1: Understanding Services** Introduces the nature of services their unique characteristics intangibility perishability variability inseparability and the implications for marketing strategy.
- Chapter 2: The Service Marketing Concept** Explores the service marketing concept emphasizing the importance of customer focus internal marketing and relationship marketing in achieving longterm success.
- Chapter 3: Strategic Service Marketing** Covers strategic planning in the services context encompassing market analysis competitor analysis and the development of a competitive service strategy.

**Part II: Understanding the Service Customer**

- Chapter 4: Consumer Behavior in Services** Delves into the complexities of consumer behavior in service settings examining factors influencing customer satisfaction loyalty and wordofmouth marketing.
- Chapter 5: Service Quality** Explores the key dimensions of service quality reliability responsiveness assurance empathy tangibles their impact on customer satisfaction and methods for measuring and managing service quality.
- Chapter 6: Service Recovery** Examines strategies for addressing service failures including effective complaint handling service recovery and customer relationship management to convert dissatisfied customers into loyal ones.

**Part III: Designing and Managing the Service**

- Chapter 7: Service Development and Design** Focuses on the process of designing new services or improving existing ones incorporating concepts like service blueprint service innovation and service design thinking.
- Chapter 8: Service Operations Management** Addresses the challenges of managing service operations including capacity management queuing waiting times and the role of technology in service delivery.
- Chapter 9: Managing Human Resources in Services** Emphasizes the importance of human capital in service delivery discussing employee motivation empowerment training and the role of leadership in creating a serviceoriented culture.

**Part IV: Marketing the Service**

- Chapter 10: The Service Offering** Explores the components of a service offering including core service supplementary services and the overall customer experience.
- Chapter 11: Pricing Services** Examines pricing strategies for services considering factors like costs value perceptions competition and pricing tactics like value pricing and price bundling.
- Chapter 12: Distribution of Services** Covers the different channels used to deliver services including direct channels intermediaries and the emerging role of online platforms in service distribution.

**Part V: Special Topics in Services Marketing**

- Chapter 13: Service Promotion and Communication** Discusses the importance of effective communication in services marketing encompassing advertising public relations social media marketing and personal selling.
- Chapter 14: Managing Service Relationships** Explores the concept of relationship marketing in services including customer loyalty programs CRM strategies and building enduring relationships with customers.
- Chapter 15: Services in the Digital Age** Addresses the profound impact of digital technologies on services marketing encompassing online service delivery mobile marketing 3 big data analytics and artificial intelligence.
- Chapter 16: Global Services Marketing** Discusses the challenges and

opportunities of marketing services in a globalized marketplace including cultural differences legal considerations and strategies for entering new markets Chapter 17 NotforProfit Services Marketing Explores the unique challenges and opportunities of marketing services in the nonprofit sector including social marketing fundraising and building public awareness Chapter 18 Ethics in Services Marketing Examines ethical considerations in services marketing discussing issues like customer privacy deceptive marketing practices and the role of ethical decisionmaking in building trust and longterm customer loyalty Chapter 19 The Future of Services Marketing Discusses emerging trends and future directions in services marketing including the rise of experiencebased marketing the increasing importance of sustainability and the growing role of technology in transforming the customer experience Conclusion Essentials of Services Marketing by Lovelock and Wirtz is a valuable resource for anyone interested in understanding the intricacies of the services industry It provides a thorough and engaging overview of key concepts theories and practical applications equipping readers with the knowledge and skills needed to succeed in this dynamic and evolving field This comprehensive approach coupled with its accessibility and practical focus makes this 2nd edition a mustread for both students and professionals looking to excel in the world of services marketing

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