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The 8 Steps To Creating A Customer Journey Map

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Besides that of his teaching appointments, Christopher Lovelock was also an author or co-author of numerous books, articles and teaching cases. Lovelock ' s last academic publication, "Services Marketing: People, Technology, Strategy 6th edition," co-authored together with Jochen Wirtz, has been translated into ten languages. Other books include "Product Plus", "Marketing Challenges" and "Public and Nonprofit Marketing" (the latter two co-authored with Charles Weinberg).

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