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Alan Wilson is Professor of Marketing and Head of the Marketing Department within the University of Strathclyde Business School. He specializes in the marketing of services, has a PhD in the subject, and has been invited to deliver lectures and seminars on both services marketing and marketing research in a variety of countries throughout the world, to both student and executive audiences.

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She received the AMAs Career Contributions to the Services Discipline Award in 2001. She received both the Innovative Contributor to Marketing Award from the Marketing Management Association and the Outstanding Marketing Educator Award from the Academy of Marketing Science in 2004. Dr. Zeithaml is the author or co-author of seven prized books, including Driving Customer Equity: How Customer

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Services Marketing. Integrating Customer Focus Across the Firm. Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler. McGraw-Hill Education, Apr 16, 2016 - Business & Economics - 538 pages ...

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Description Services Marketing, 6/e, is written for students

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and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future.

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