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- The Marketing Challenges Posed by Services

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Chapter 1, “ Introduction to
Services Marketing ” , now explores
the nature of the modern service
economy more deeply, and covers
B2B services, outsourcing and

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offshoring. Furthermore, the Service-Profit Chain was moved here to serve as a guiding framework for the book (it was featured in Chapter 15 in the previous edition).

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Earlier, he received a best article award from the Journal of Marketing. Recognized many times for excellence in case writing, he

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has twice won top honors in the BusinessWeek "European Case of the Year" Award. For further information see www.lovelock.com. Sample Chapter(s) Part 1: The Services Marketing Framework (2,679 KB)

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