



## Services Marketing (2nd European Edition)

*By Alan Wilson, Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler*

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Advanced economies of the world are dominated by services, even manufacturing companies recognize that service provides sustainable competitive advantages. This text focuses on customer expectations in order to help companies develop and deliver a service that the customer will value.

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## **Editorial Review**

### **About the Author**

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. Valarie Zeithaml e docente di marketing presso la University of North Carolina. Mary Jo Bitner e docente di marketing e gestione dei servizi presso la Arizona State University. Dwayne D. Gremler e docente di marketing presso la Bowling Green State University.

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