

Principles of service marketing and management, 1999, 414 pages, Christopher H. Lovelock, Lauren Wright, 013676875X, 9780136768753, Prentice Hall, 1999

Aimed at courses in undergraduate Service Marketing and Management, this clear, accessible book presents an integrated approach to the study of services that places marketing issues within a broader general management context. It emphasizes the fact that service organizations differ in many important respects from manufacturing businesses, requiring a distinctive approach to planning and implementing marketing strategy. Coverage is comprised of 16 chapters and 12 short- to medium-length cases that let readers apply what they've learned to real-world settings and fully understand the complexities of service management including the interactions between marketing, operations, and human resources.

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