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Week 1 Chapter 1-Introduction to Services Marketing ~~Behind the Book: Professional Services Marketing | Nigel Clark \u0026 Charles Nixon~~ What is Service Marketing \u0026 Why is it so important to the Economy?

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The Handbook of Services Marketing and Management presents state-of-the-art perspectives in the foundations of services, while simultaneously challenging and expanding current services practices. Editors Teresa A. Swartz and Dawn Iacobucci invited the world's leading experts on services marketing and management to author individual chapters.

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SAGE Reference - Handbook of Services Marketing & Management

Dawn Iacobucci is the E. Bronson Ingram Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University. Previously she was the Senior Associate Dean for Owen (2008-2010), Professor of Marketing at the Kellogg School of Management, Northwestern University (1987-2004), the Coca-Cola Distinguished Professor of Marketing, Professor of Psychology and Head of the Marketing ...

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