



Services Marketing: an Asia-Pacific Perspective 3e

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COMING FOR SEMESTER 2, 2004

3

BASIC APPROACH

Services Marketing 3e is suitable for both undergraduate and graduate level courses in services marketing. The new edition of this combination text/ reader/ casebook explores the concepts and techniques of services marketing, and combines conceptual rigour with real world examples and practical applications. A broad range of service categories in Australia, New Zealand, Asia, the Pacific, and the rest of the world are thoroughly investigated.

NEW TO THIS EDITION

- The impact of **Information Technology** on services marketing has been integrated into the relevant chapters.
- Chapter 5, **Handling customer complaints** (previously chapter 8), has been moved to reflect its importance to the process of understanding the customer and managing relationships.
- Chapter 6, **Managing customer relationships**, has been revised and updated to reflect current trends and literature in this important area. There is more specific focus on issues such as relationship marketing to take account of current research.
- Chapter 7, **Target market definition, understanding and positioning**, has been substantially rewritten. The content has been streamlined so that it is more directly relevant to the specifics of services marketing. Many more Australian and Asian examples have been included.
- Chapter 10, **Understanding costs and developing pricing strategy**, has been revised and updated. It now contains material on **Yield Management**.
- Chapter 12, **Communicating and promoting services**, has been updated and refocused both conceptually and in terms of the examples used. There are now many more Australian and Asian examples included in the chapter.
- There is increased coverage of **service scape** in chapter 9, **Service delivery and service scape strategies**.
- There is more emphasis on **B2B** in this new edition, with more B2B examples throughout the text.
- Coverage of Emotional Labour, not-for-profit marketing and NGO's, professional services marketing, and ethics has been included in this edition.

FEATURES

- Where appropriate, chapters have been substantially rewritten and other chapters have been thoroughly reworked to reflect current practices in Australia, New Zealand, Asia and the Pacific region.
- The models and conceptual frameworks of services marketing are presented in a readable and student-friendly style.
- A broad range of service industries including professional services, such as engineering, accounting and legal services, are explored through the text, readings and cases.
- Cases and readings have been collected from a broad range of Australian, New Zealand, Asian and Pacific and international sources.

PEDAGOGICAL FEATURES

Each chapter contains:

- **Learning Objectives**
- **NEW! Services Marketing Highlight.** Sets the scene for each chapter with a concise and engaging example
- **Examples:** New examples throughout, from Australia, Asia, the Pacific and New Zealand, illustrate key points
- **Photographs and advertisements** of selected services highlighting practical applications are included
- A **Conclusion** for each chapter relates concepts to the learning objectives at the start of the chapter
- **NEW! Mini-cases and questions.** Each chapter closes with a short case (quarter page) which encourages the student to apply the concepts learned in the chapter
- **Review Questions and Application Questions** are included to reinforce key concepts and test comprehension
- **Hot Websites** have been updated to reflect new entrants
- 60% of the **cases** have been revised or are entirely new to this edition and are drawn from New Zealand, Australia and Asia and the Pacific Regions. The cases have been contributed by leading academics and industry specialists
- The **readings** have been fully reviewed and updated where appropriate to reflect recent articles.

The **Instructors Manual** contains:

- Teaching outlines as well as suggested answers to end of chapter questions
- Teaching notes for cases
- PowerPoint slides for each chapter highlighting key points and exhibits in each chapter.



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CONTENTS

Preface

About the authors and contributors

PART ONE: UNDERSTANDING SERVICES

1. Distinctive aspects of service marketing and management
2. Customer involvement in service processes

PART TWO: UNDERSTANDING THE CUSTOMER AND MANAGING RELATIONSHIPS

3. Customer behaviour in service settings
4. Customer satisfaction and service quality
5. Handling customer complaints and managing service recovery
6. Managing customer relationships

PART THREE: STRATEGIC ISSUES IN SERVICES MARKETING

7. Target market definition, understanding and positioning
8. Developing a service product strategy
9. Service delivery and service scape strategies
10. Understanding costs and developing pricing strategy
11. Managing capacity and demand
12. Communicating and promoting services

PART FOUR: CHALLENGES FOR SENIOR MANAGEMENT

13. Managing the customer service function
14. International services marketing

CASES

1. Kiwi Experience, Mark Colgate
2. Perth Zoo, Allen Burtenshaw and Jillian Sweeney
3. Customer satisfaction with an international airline, Paul Patterson
4. Bringing a client focus to Austrade, Bangkok, Paul Patterson
5. Pricing a sporting club membership package, Kerry Daniel
6. Aussie Pooch Mobile, Christopher Lovelock, Lorelle Frazer
7. Giordano: making a value-for-money, high-volume, high-quality service strategy work, Jochen Wirtz, Swee Hoon Ang
8. Federal Express, Rhett Walker
9. 'The day that stopped a nation', Kris Nicholls
10. Blake Dawson Waldron: unleashing the power of the Internet, James Duan, George Patrinos
11. Longstay in Thailand: the land of smiles, Lavanchawee Sujarittanonta, Paul Patterson

12. Stockbroking in cyberspace, Chris Styles
13. The childcare industry, Brendan Phillips
14. Menton Bank Asia, Christopher Lovelock, Jochen Wirtz, Patricia Chew

READINGS

1. 'Services as theatre: guidelines and implications', Stephen J. Grove, Raymond P. Fisk, Joby John
 2. 'Why service stinks', Dianne Brady
 3. 'Putting the service-profit chain to work', James L. Heskett, Thomas O. Jones, Gary W. Loveman, W. Earl Sasser Jr., Leonard A. Schlesinger
 4. 'Critical service encounters: the employees viewpoint', Mary Jo Bitner, Bernard H. Booms, Lois A. Mohr
 5. 'How to lead the customer', Stephan H. Haeckel, Lewis P. Cabone & Leonard L. Berry
 6. 'Are you being served?', Chris Beck
 7. 'Service positioning through structural change', Lynn Shostack
 8. 'Growing the trust relationship', Christopher W. Hart, Michael D. Johnston
 9. 'The strategic levers of yield management', Sheryl E. Kimes, Richard B. Chase
 10. 'Advertising strategies for service firms', Donna Legg, Julie Baker
 11. 'Cultivating service brand equity', Leonard L. Berry
- Index

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