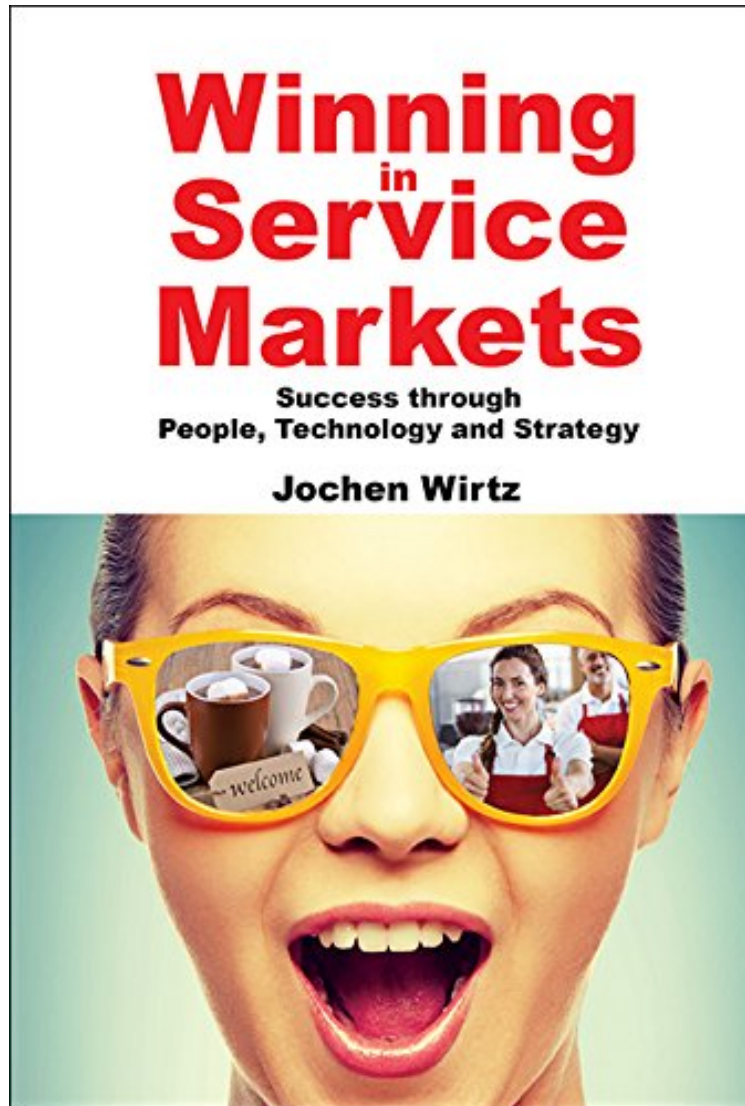


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# Winning in Service Markets:Success through People, Technology and Strategy

Jochen Wirtz

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**Jochen Wirtz : Winning in Service Markets:Success through People, Technology and Strategy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Winning in Service Markets:Success through People, Technology and Strategy:

1 of 1 people found the following review helpful. I wish I read this book at the start of my career!By Mike WittensteinI started studying services marketing 30 years ago. If I had this book then, I might have cut my college time in half! "Reading Winning In Service Markets" will give you the framework and language you need to effectively

plan, manage and communicate your service business. The one-page summaries and case studies are priceless. My favorite was about how Rolls-Royce moved from selling engines (products) to selling power by the hour (services). Applying this book's principles will help you see things differently and more clearly. Also, using the context Jochen shares will make your business design easier to understand, and guide your marketing messaging to be more on point. In short, applying what you learn from reading this book will help you connect with customers and employees in ways that win their support and advocacy. 0 of 0 people found the following review helpful. and translate them into easily understood ideas and readily applied new actions

By Ron Kaufman Professor Jochen Wirtz has the unique ability to take well-grounded and thoroughly researched academic insights...and translate them into easily understood ideas and readily applied new actions. If you want to take your career to a whole new level ndash; this is the book to buy and read. If you want to take your company to new heights of customer satisfaction and customer loyalty ndash; this is the book to buy for every member of your team. 0 of 0 people found the following review helpful. Excellent resource

By Customer Winning in Service Markets by Jochen Wirtz is an excellent resource. I found it very well structured and easy to use with many possible applications. What is striking about it, is that it enable you to make your marketing agile in a world in which technology leaps forward all the time.

Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge. Derived from the globally leading textbook for Services Marketing by the same author, this book offers a comprehensive overview of extant knowledge on the topic. Accessible and practical, Winning in Service Markets bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.

"Winning in Service Markets is a comprehensive, well-written book that enables managers to access the best of academic research and put it to use in their work. Jochen Wirtz has done a masterful job presenting the most relevant academic research in a comprehensive and accessible manner to managers in service organizations. Few business scholars are able to translate rigorous academic research to managers as well as him. This book is a shining example." -- Leonard Berry, University Distinguished Professor of Marketing, Texas AM University "Winning in Service Markets is an essential part of any service executive's library as well as being an excellent text book for service marketing classes. It lays out a clear and complete structure for developing an effective service strategy, and provides great examples and tools for implementing strategies once developed. I can't recommend it highly enough." -- Richard B Chase, Justin Dart Professor Emeritus in Operations Management, University of Southern California "The book should be read and deeply studied by anyone in a service business and since everyone is in a service business I suggest you become an expert at your most important product which is exceptional service to all. You will need quality reliable products and top notch service to win and keep customers in the highly competitive world we live in today. This book will make you an expert." -- Lee Cockerell, Former Vice President, Walt Disney Worldreg; Resort, and Bestselling author of Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney; The Customer Rules: The 39 Essential Rules for Delivering Sensational Service; Time Management Magic: How To Get More Done Every Day; and Creating Career Magic: How to Keep Your Career on Track "Winning in Service Markets: Success Through People, Technology and Strategy addresses burning issues for all organizations competing on value-creation through service. It is a must read not only for companies in the traditional service sector but also for manufacturing companies and businesses, in particular, firms adopting service-based business strategies and business models. It is the first trade book that provides a comprehensive overview and application of service research accessible to business managers. This new book is a timely guide for all executives who aspire to compete and win not only in the short-term, but also for the long-term. The book covers the key aspects of services marketing and management based on sound academic evidence and knowledge. It includes a wide range of cases, best practices and latest trends on services marketing and management from around the world. This book is an important contribution to the ongoing process of shifting from a goods-based to a service-based logic of exchange, marketing and business development. It provides important lessons for anyone involved in improving a firm's competitive advantage in a service-driven and digital economy." -- Bo Edvardsson, Professor of Business Administration and Founder of Service Research Center (CTF) and Vice Rector Karlstad University, Sweden "If your business is to thrive and succeed in this economy, there must be an intentional focus placed on your customers and their experience. Different challenges arise, depending on the type of business you are in, manufacturing or services. Every other book written about customer experience and customer service devotes little to no time to the services sector, a rapidly-growing sector globally. Finally there's a book that takes on the challenges faced by services organizations! Winning in Service Markets is practical, well-organized, and detailed. It will be your go-to guidebook to help you achieve service excellence." -- Annette Franz, Customer experience consultant and author, CX Journey "Winning in Service Markets provides a thorough, yet very readable discussion of what matters in the most important sector of advanced and emerging economies, services. Jochen Wirtz pays close attention to the marketing, production and human resource aspects of service businesses, and

provides up-to-date references to important source material. I highly recommend the book for executives and scholars in this area alike." - Dominique M. Hanssens, Distinguished Professor of Marketing, Anderson School of Management, UCLA "Jochen Wirtz brings to his writing the same combination of vitality and practicality as he does to his teaching. I am sure that Winning in Services Marketing will be of great value to those working in the service sector, both in marketing and more general management roles." -- Gay Haskins, Associate Fellow and former Dean of Executive Education, Saïum; Business School, University of Oxford "People, technology and strategy are three pivotal factors underlying the success of companies that are known for their seamless services. Through a myriad of important and relevant research findings and cases, this book provides services marketing professionals with an excellent framework and useful guidelines on ways to create competitive edge through effective integration of human resources management, operations and marketing, the three functional areas that drive people, technology and strategy respectively within a service firm." -- Michael Hui, Pro-Vice-Chancellor of The Chinese University of Hong Kong, and Choh-ming Li, Professor of Marketing "You won't find opinion here. Rather, this book is based on rock-solid academic evidence. Jochen Wirtz does an excellent job of taking the body of academic research and translating it into best practices for service organizations with actionable insights that even the most experienced managers can learn from." -- Shep Hyken, Customer service expert and New York Times Bestselling author of The Amazement Revolution "Winning in Service Markets: Success through People, Technology and Strategy by Jochen Wirtz, is a fresh, readable and interesting up-to-date text. It has plenty of examples, illustrations, while providing meaningful information about the issues, problems and solutions for managing a successful service-oriented business. The author very clearly takes a value-oriented approach and "escapes" the goods versus services problematic dichotomy. Very importantly, the text carefully delineates the vital interaction between marketing, operations, human resources, and information management for an effective management of services. The book is beautifully laid out in multiple colors; many illustrations including humorous cartoons that also make substantive contributions. The tables and frameworks are excellent learning tools and they support the textual material extremely well. This is a winning book on service marketing!" -- Kent B Monroe, J M Jones Distinguished Professor of Marketing Emeritus, University of Illinois at Urbana-Champaign "Winning in Service Markets, winning in every market hellip; it is all about the customer experience. Marketing, communications and customer service are all interconnected, and in order to deliver an OmniChannel experience externally, you must create an OmniChannel culture internally! Always remember that the only time you have 100% of your customers' attention is when they are looking for customer service hellip; do not miss that opportunity. Your brand or business is what you do; your reputation is what people remember and share." -- Ted Rubin, Social Marketing Strategist, Keynote Speaker, Brand Evangelist and Acting CMO Brand, Innovators "Winning in Service Markets does a great job of summarizing, in easily digestible form, the traditional research and thinking in services, along with some of the latest ideas and research about service." -- Roland T Rust, Distinguished University Professor and David Bruce Smith Chair in Marketing, Executive Director, Center for Excellence in Service, and Executive Director, Center for Complexity in Business, University of Maryland "Winning in Service Markets provides a set of useful frameworks and prescriptions rooted in both practice and research. As such, it represents a refreshing alternative to the prevailing literature available to managers who are looking for insights rooted in sound theory. A must read for any practicing manager in the service economy." -- Leonard A Schlesinger, Baker Foundation Professor, Harvard Business School "If you think delivering service is easy and/or not worth it, do not buy this book. If you think service can be a winning approach in your market and if you believe it may be worth the effort but you are not sure how to make it happen, this is the book for you. Winning in Service Markets: Success Through People, Technology and Strategy provides research evidence and corporate examples of the inter-related systems to which companies must attend to do service right. There are no silver bullets here; the book presents the reality that it is all of the systems mdash; the service operations, the people, the setting and the strategy mdash; that matter to be the best at what you do. In short, if you want to do service right, this is the book for you." -- Benjamin Schneider, Professor Emeritus, University of Maryland "A top new source of trends and best practices for service innovation professionals." -- Dr James "Jim" C Spohrer, Director, IBM University Programs (IBM UP) and Cognitive Systems Institute "In today's marketplace, success is driven by service excellence. Creating this excellence is demanding and requires the implementation of a mind-set and a set of practices that great service companies have in common. By illustrating and explaining these practices, this book is the ultimate bridge between theory and practice. With vivid examples and comprehensive frameworks, it is an excellent guide for those who want to find the balance between satisfying the ever more demanding customers and producing sustainable returns for shareholders." -- Kaj Storbacka, Professor, Graduate School of Management at the University of Auckland Business School "Winning in Service Markets is a highly practical book. I love the comprehensive coverage of services marketing and the rigor. Also, it is easy to read and full of interesting, best practice examples. I recommend this book to everyone working in a service organization." -- Jan Swartz, President, Princess Cruises "I started studying services marketing 30 years ago. If I had this book then, I might have cut my college time in half! Reading Winning in Service Markets will give you the framework and language you need to effectively plan, manage and communicate your service business. The one-page summaries and case studies are priceless. My favorite was how Rolls-Royce moved from selling engines (products) to

selling power by the hour (services). Applying this book's principles will help you see things differently and more clearly. Also, using the context Jochen shares will make your business design easier to understand, and guide your marketing messaging to be more on point. In short, using the information in this book will help you connect with customers and employees in ways that win their support and advocacy." -- Mike Wittenstein, Founder and Managing Partner at Storyminers

**From the Inside Flap**

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**About the Author**

Jochen Wirtz is Professor of Marketing at the National University of Singapore (NUS) and an international fellow of the Service Research Center at Karlstad University, Sweden. Dr Wirtz holds a PhD in services marketing from the London Business School and has worked in the field of services for more than 25 years. Professor Wirtz was the founding director of the dual degree UCLA-NUS Executive MBA Program (ranked fourth globally in the Financial Times 2015 EMBA rankings, and third in the EIU 2015 rankings) from 2002 to 2014, an Associate Fellow at the Saïuml;d Business School, University of Oxford from 2008 to 2013, and a founding member of the NUS Teaching Academy (the NUS think-tank on education matters) from 2009 to 2015. Professor Wirtz's research focuses on service marketing and has been published in over 200 academic articles, book chapters and industry reports. He is an author or co-author of more than 10 books, including *Services Marketing: People, Technology, Strategy* (8th edition) (World Scientific, 2015), co-authored with Professor Lovelock, which has become one of the world's leading services marketing text book that has been translated and adapted for more than 26 countries and regions, and with sales of some 800,000 copies. His other books include *Flying High in a Competitive Industry: Secrets of the World's Leading Airline* (McGraw Hill, 2009), *Essentials of Services Marketing* (Prentice Hall, 3rd edition, 2015), and *Winning in Service Markets: Success Through People, Technology, and Strategy* (World Scientific, 2015). In recognition of his excellence in teaching and research, Professor Wirtz has received more than 40 awards, including the prestigious Academy of Marketing Science (AMS) 2012 Outstanding Marketing Teacher Award (the highest recognition of teaching excellence of AMS globally), and the top university-level Outstanding Educator Award at NUS. He was also the winner of the inaugural Outstanding Service Researcher Award 2010, and the Best Practical Implications Award 2009, both by Emerald Group Publications. He serves on the editorial review boards of more than 10 academic journals, including the *Journal of Service Management*, *Journal of Service Research*, *Journal of Service Science* and *Cornell Hospitality Quarterly*, and is also an ad-hoc reviewer for the *Journal of Consumer Research* and *Journal of Marketing*. Professor Wirtz chaired the American Marketing Association's biennial Service Research Conference in 2005 when it was held for the first time in Asia. Professor Wirtz was a banker and took the banking exam at Chamber of Commerce and Industry in Munich. He has since been an active management consultant, working with international consulting firms including Accenture, Arthur D. Little and KPMG, and major service firms in the areas of strategy, business development and customer feedback systems. Originally from Germany, Professor Wirtz spent seven years in London before moving to Asia. Today, he shuttles between Asia, the US and Europe.