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Dr Jochen Wirtz holds a PhD
in services marketing from

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the London Business School and has been working in the field of services for over 20 years. He is a tenured Associate Professor at the National University of Singapore (NUS), where he teaches services marketing in executive, MBA and undergraduate programs.

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the marketing of services,
focusing on the factors that
differentiate the task of a
services marketer from
somebody involved in
marketing goods. After
defining and conceptualizing
the diversity of services,
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