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interactions have
been defined in the
concept of service
encounter
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Wirtz, 2010), which include the interactions between customers and employees, and...

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service and knowle
dge-intensive
economy requires
an understanding
of the powerful
design and
packaging of
'intangible'
benefits and
products, high-
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operations and
customer

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managers around the world, with a particular focus on strategic planning in services and managing the customer experience.

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1940 – 24 February

2008) was born in
the town of

Saltash, Cornwall in
the United

Kingdom. He was
best known as a

pioneer in the field
of Services

Marketing among

other titles such as

author, professor
and consultant.

Lovelock was also

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known for his
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marketing
strategies that
connect brands
and consumers We
are a focused,
passionate and
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with 20 years of
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love to learn, think

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and create
amazing
experiences that
help brands
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Processing

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Involvement is limited Production and consumption are separable.

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