

Asia's service industries are growing rapidly. Even for manufacturers, service increasingly becomes a key differentiator and value driver. Yet, services marketing is a relatively new field that is often not well understood. This book fills an important gap in the market - a case book focusing on services marketing in Asia.

The cases address current and important issues in services marketing, ranging from marketing professional services, new service development to brand development, revenue management, customer asset management and CRM strategy design and implementation.

The cases are specifically selected for use in advanced undergraduate, MBA and executive education. They also provide valuable insights to service managers on how to succeed in Asia.

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## SERVICES MARKETING IN

# ASIA

A CASE BOOK



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