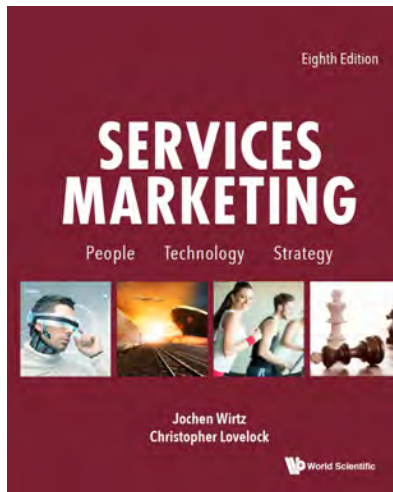


## CORE TEXTS



8<sup>th</sup> edition

Jochen Wirtz  
Christopher Lovelock

*Services Marketing: People, Technology, Strategy*  
(2016), World Scientific

ISBN (hard cover): 978-194-4659-00-4  
ISBN (paperback): 978-194-4659-01-1  
ASIN (e-book): B01DLYEZLG



3<sup>rd</sup> edition

Jochen Wirtz  
Christopher Lovelock

*Essentials of Services Marketing*  
(2017), Pearson Education  
ISBN 978-129-20-8995-9



1<sup>st</sup> edition

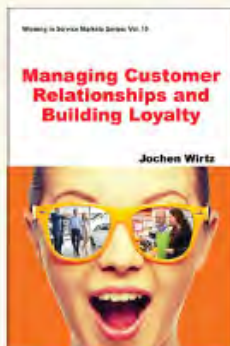
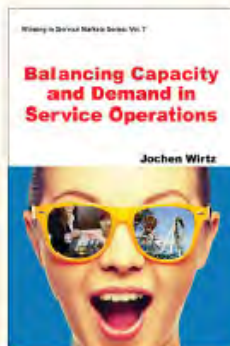
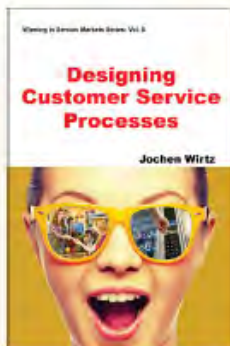
Jochen Wirtz

*Winning in Service Markets: Success Through  
People, Technology, Strategy*  
(2017), World Scientific  
ISBN 978-194-46-5904-2 (hardcover)  
ISBN 978-194-46-5905-9 (paperback)  
ASIN B01N441L00 (ebook)

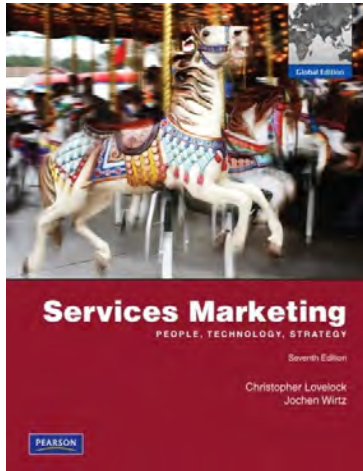
# WINNING IN SERVICE MARKETS SERIES

## Winning in Service Markets Series

Volume 1 - 13



## ADAPTATIONS & TRANSLATIONS



Global Adaptation with contributors from Europe, the Middle East and Asia, 7<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz

*Services Marketing: People, Technology, Strategy* (2010), Prentice Hall  
ISBN 978-0-13-611874-9



Canadian Adaption of 6<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Harvir Singh Bansal

*Services Marketing - People, Technology, Strategy* (2008), Pearson Education Canada  
ISBN 978-0-13-187928-7



Mexican Adaptation with a Focus on Service Management

Christopher Lovelock  
Javier Reynoso  
Guillermo D'Andrea  
Huete D'Andrea  
Jochen Wirtz

*Administración De Servicios: Estrategias Para La Creación De Valor En El Nuevo Paradigma De Los Negocios, 3<sup>rd</sup> ed.*(2017), Pearson Education Mexico  
ISBN 978-607-32-4293-6





Spanish Translation of  
7th edition

Christopher Lovelock  
Jochen Wirtz

Services Marketing  
(2015), Pearson Education Chile  
ISBN 978-607-32-2932-6



Portuguese Translation of  
5th edition

Christopher Lovelock  
Jochen Wirtz

Translation: Arlete Simille Marques  
Technical Revision: Edson Crescitelli, FEA/USP e  
ESPM/SP

*Marketing de Serviços : Pessoas, Tecnológica e  
Resultados*  
(2006), Sao Paulo, Brasil: Pearson/Prentice Hall  
ISBN 85-7605-057-9



Brazilian Adaptation (in Portuguese) of  
7th edition

Christopher Lovelock  
Jochen Wirtz  
Miguel Angelo Hemzo

Marketing de Serviços: Pessoas, Tecnologia e  
Estrategia  
(2011), Prentice Hall Brazil



French Adaptation of  
7<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Denis Lapert  
Annie Munos

*Marketing des Services*  
(2015), Pearson Education France  
ISBN 978-2744076633



Italian Adaptation of  
6<sup>th</sup> Edition

Christopher Lovelock  
Jochen Wirtz  
Laura Iacovone

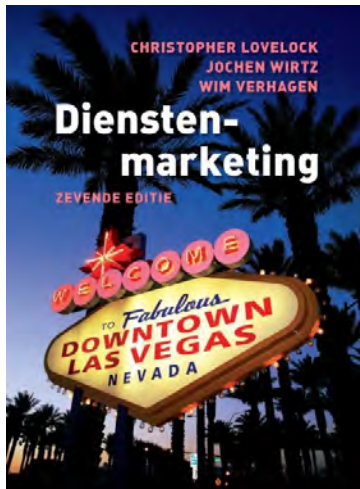
*Marketing Dei Servizi – Risorse Umane,  
Tecnologie, Strategie*  
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ISBN 978-88-7192-413-7



Case book designed to be used in combination  
with the Italian Adaptation of the 6th edition

Christopher Lovelock  
Jochen Wirtz  
Laura Iacovone

*Marketing Dei Servizi – Casi di Studio*  
(2008), Pearson Pravia Bruno Mondadori  
ISBN 978-88-7192-513-4



Dutch Adaptation of  
7<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Wim Verhagen

*Dienstenmarketing, 2<sup>nd</sup> edition*  
(2011), Pearson Education Benelux  
ISBN: 9789043019224



Greek Translation of  
8<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz

(2018)

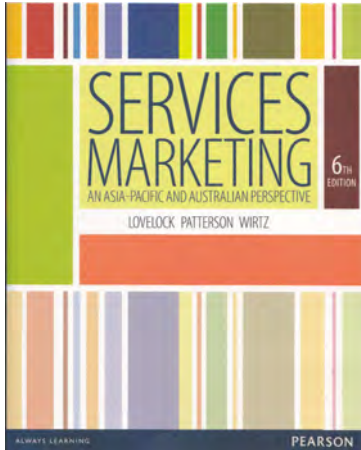
ISBN 978-618-5242-29-9



Macedonian language translation of  
7<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz

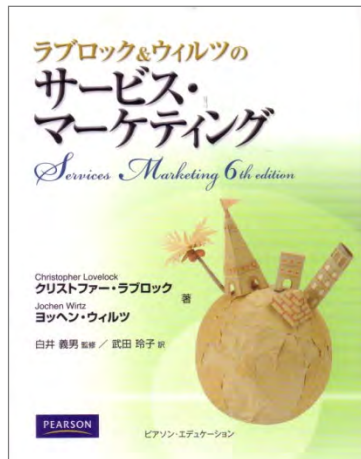
(2016), Ars Lamina d.o.o.  
ISBN: 978-609-229-429-2



Australian Adaptation of  
7<sup>th</sup> edition

Christopher Lovelock  
Paul Patterson  
Jochen Wirtz

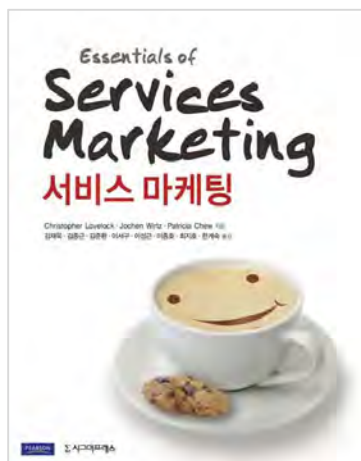
*Services Marketing: An Asia-Pacific and Australian Perspective, 6<sup>th</sup> edition*  
(2015), Pearson Education Australia  
ISBN 9-781486-002702



Japanese Adaptation of  
6<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Yoshio Shirai

*Services Marketing: People, Technology, Strategy*  
(2009), Japan, Pearson Education  
ISBN 978-4-89471-297-3



Korean Translation of  
Essentials of Services Marketing, 1<sup>st</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Patricia Chew

*Essentials of Services Marketing*  
(2011), Korea, Pearson Education  
ISBN: 8958328630



Chinese (PRC) Translation of  
8<sup>th</sup> edition

Jochen Wirtz  
Christopher Lovelock  
Translated by WEI Fuxiang

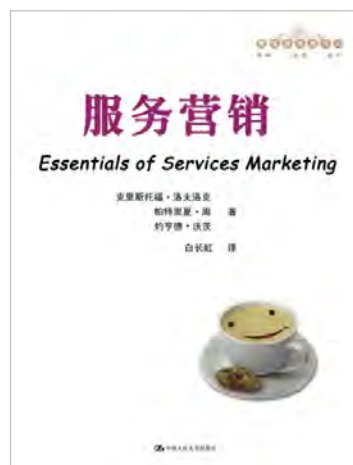
*Services Marketing*  
(2017), China Renmin University Press  
ISBN: 978-7-300-25697-9



Chinese (PRC) Adaptation of  
6<sup>th</sup> edition (in English language)

Christopher Lovelock  
Jochen Wirtz

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Essentials of Services Marketing, 1<sup>st</sup> edition

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*Essentials of Services Marketing*  
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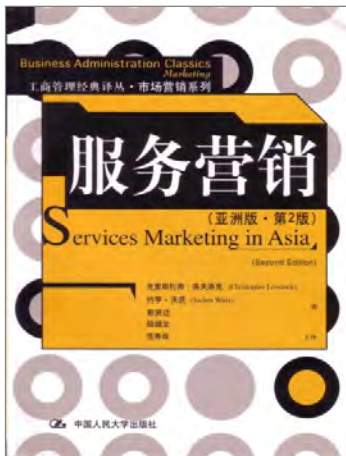




Chinese (PRC) Adaptation of  
Essentials of Services Marketing, 1<sup>st</sup> edition  
(in English)

Christopher Lovelock  
Jochen Wirtz  
Patricia Chew

*Essentials of Services Marketing*  
(2011), Pearson Education  
ISBN 9787300133997



Chinese (PRC) Translation of  
Services Marketing in Asia, 2<sup>nd</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Hean Tat Keh  
Xiongwen Lu  
Fan Xiucheng

*Services Marketing in Asia*  
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ISBN 978-7-300-08303-2



Chinese Traditional (Taiwan) Translation of  
7<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz

*Services Marketing: People, Technology, Strategy*  
(2012), Pearson Education Taiwan  
ISBN 978-9-576-09882-6



Chinese Traditional (Taiwan) Translation of  
Essentials of Services Marketing, 1<sup>st</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Patricia Chew

*Essentials of Services Marketing*  
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Chinese Traditional (Taiwan) Translation of  
Services Marketing in Asia, 2<sup>nd</sup> Edition

Christopher Lovelock  
Jochen Wirtz  
Hean Tat Keh  
Xiongwen Lu

*Services Marketing in Asia*  
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ISBN 986-154-275-2



Indian Adaption of  
8<sup>th</sup> edition

Jochen Wirtz  
Christopher Lovelock  
Jayanta Chatterjee

*Services Marketing: People, Technology, Strategy*  
(2017), Pearson Education (India)  
ISBN 978-93-325-8768-7



Indian Adaptation of  
3<sup>rd</sup> edition

Jochen Wirtz  
Christopher Lovelock  
Jayenta Chatterjee  
Gopal Das

*Essentials of Services Marketing*

(2019), Pearson (India)  
ISBN: 9353435412



Indonesian Adaptation of  
7<sup>th</sup> edition, Vol.1

Christopher Lovelock  
Jochen Wirtz  
Jacky Mussry

*Pemasaran Jasa: Manusia, Teknologi, Strategi*

(2012), Penerbit Erlangga, Indonesia,  
ISBN: 978-979-099-474-4



Indonesian Adaptation of  
7<sup>th</sup> edition, Vol. 2

Christopher Lovelock  
Jochen Wirtz  
Jacky Mussry

*Pemasaran Jasa: Manusia, Teknologi, Strategi*

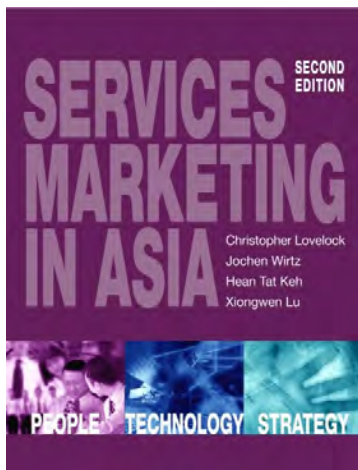
(2013), Penerbit Erlangga, Indonesia,  
ISBN: 978-602-241-124-6



Philippines Adaptation of  
7<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz

*Services Marketing*  
(2012), Pearson Education South Asia Ltd,  
ISBN 978-981-0696-61-0



Asian Adaptation of  
5<sup>th</sup> edition

Christopher Lovelock  
Jochen Wirtz  
Hean Tat Keh  
Xiongwen Lu

*Services Marketing in Asia—People, Technology,  
Strategy, 2<sup>nd</sup> edition*  
(2005), Pearson Education Asia  
ISBN 013-127-537-2