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CHRISTOPHER LOVELOCK, one of the pioneers of service marketing, divides his professional life among writing, teaching, and consulting. Based in New England, he gives seminars and workshops in the United States and around the world.

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Besides that of his teaching appointments, Christopher Lovelock was also an author or co-author of numerous books, articles and teaching cases. Lovelock's last academic publication, "Services Marketing: People, Technology, Strategy 6th edition," co-authored together with Jochen Wirtz, has been translated into ten languages. Other books include "Product Plus", "Marketing Challenges" and "Public and Nonprofit Marketing" (the latter two co-authored with Charles Weinberg).

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