



Interactive Services Marketing

By Raymond P. Fisk, Stephen J. Grove, Joby John

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Interactive Services Marketing covers the essentials of services marketing--with particular emphasis on the theater model and the impact of technology. The text features a dynamic approach to human interactions--both in face-to-face communication and in connections through technology. The Third Edition focuses on interactions in service environments. The concise text is fully supported by a robust web site, enabling instructors to reinforce the emphasis on technology and allowing students to interact with both the printed text and online material. Pedagogical tools include chapter-opening vignettes, margin notes, end-of-chapter summaries and conclusions, exercises, and Internet activities.

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Editorial Review

About the Author

Raymond P. Fisk (B.S., M.B.A., and Ph.D. from Arizona State University) is Professor and Chair, Department of Marketing at Texas State University-San Marcos. His research focuses on services marketing and service design. He has published in the Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Service Management, European Journal of Marketing, Service Industries Journal, Journal of Health Care Marketing, and others. His books include: Services Marketing Self-Portraits: Introspections, Reflections and Glimpses from the Experts, Marketing Theory: Distinguished Contributions, Services Marketing: An Annotated Bibliography, and Interactive Services Marketing, 3rd Ed.

Stephen J. Grove (B.A, M.A, Texas Christian University; Ph.D., Oklahoma State University) is Professor of Marketing at Clemson University. He has published in the Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Services Research, Journal of Public Policy and Marketing, Journal of Advertising, Journal of Advertising Research, Journal of Current Issues and Research in Advertising, Journal of Macromarketing, Journal of Business Research, Journal of Personal Selling and Sales Management, The Service Industries Journal, European Journal of Marketing, Journal of Services Marketing, Managing Service Quality, and others. His books include: Services Marketing Self-Portraits: Introspections, Reflections and Glimpses from the Experts, and Interactive Services Marketing, 3rd Ed.

Joby John is Professor of Marketing and Dean of the B.I. Moody III College of Business Administration at the University of Louisiana, Lafayette. He earned his B.S. from Birla Institute of Technology and Science, India, his M.B.A. from Madras University, India, and his Ph.D. from Oklahoma State University. He is a former marketing officer at Pfizer (India) and ITC (BAT, India). He has taught or guest lectured in several countries, including Australia, Chile, Colombia, Estonia, Finland, India, Spain, and Sweden. Dr. John's primary teaching, research, and consulting are in the areas of services marketing, customer-focused management, and cross-cultural issues in marketing. Dr. John has published in the European Journal of Marketing, Health Care Management Review, International Marketing Review, Journal of Consumer Marketing, Journal of Health Care Marketing, Journal of Services Marketing, Managing Service Quality, Psychological Reports, The Service Industries Journal and several other academic journals. Dr. John published Services Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts. He is a past Chair of the AMA's Services Marketing Special Interest Group and a past President of the AMA's Boston Chapter. Dr. John has served on the Board of Directors of the Greater Lafayette Chamber of Commerce, and is currently serving on the Board of Trustees of the Lafayette General Medical Center.

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