



## SERVICES MARKETING: INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM

By Alan Wilson, Valarie Zeithaml, Mary Jo Bitner

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*By Alan Wilson, Valarie Zeithaml, Mary Jo Bitner*

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### **About the Author**

Alan Wilson is Professor of Marketing and a previous Head of the Marketing Department within the University of Strathclyde Business School. Before joining the university, he was a senior consultant and executive trainer within the services division of a London-based marketing consultancy practice and prior to that an Associate Director of a leading London-based marketing research agency. He specialises in the marketing of services and has a PhD in the subject. He is a Fellow of both the Chartered Institute of Marketing and the Market Research Society. His book, *Marketing Research: An Integrated Approach*, is in its third edition and he has published in a wide range of marketing and service management journals, for which he has won a number of awards and prizes. Professor Wilson has delivered high-level executive training to a wide range of service organisations in the banking, hospitality, professional service and business-to-business service sectors and has been invited to deliver lectures and seminars on both services marketing and marketing research in a variety of countries throughout the world. He also regularly acts as a marketing and marketing research adviser to a number of Scottish and UK-based service organisations.

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