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Christopher Lovelock (12 July 1940 – 24 February 2008) was born in the town of Saltash, Cornwall in the United Kingdom. He was best known as a pioneer in the field of Services Marketing among other titles such as author, professor and consultant. Lovelock was also known for his excellent case studies .

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Lovelock & Wirtz, Services Marketing: People, Technology ...

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Widely acknowledged as a thought leader in services, Christopher Lovelock has been honoured with the American Marketing Association's prestigious Award for Career Contributions in the Services Discipline. His article with Evert Gummesson, 'Whither Services Marketing?'

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