

## **Services Marketing in Asia: Managing People, Technology and Strategy (Second Edition)**

**Pearson Prentice Hall, Singapore**

Christopher Lovelock, Jochen Wirtz, Hean Tat Keh & Xiongwen Lu (2004)

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Services Marketing in Asia is a textbook designed for advanced undergraduate degree students or Master of Business Administration students working in an Asian business environment. This is the only textbook on services marketing that has been specifically written with a direct focus on Asian practice, viewed from multiple perspectives. The book is a successful attempt to provide a comprehensive knowledge of the service marketing and management concepts.

The content of the book serves to introduce students to the latest research and developments in the services sector, ranging from customer relationship management, customer asset management, and six sigma quality to revenue (yield) management and customer feedback systems. It substantially covers consumer behaviour issues, service staff management issues, branding, business-to-business services, and technology-based services. The book has a four-part structure. Part one, Understanding Service Products, Consumers, and Markets, contains chapters 1 to 3 (“An Introduction to Service Marketing”, “Consumer Behaviour in Service Encounters”, and “Positioning Services in Competitive Markets”). Part two, Key Elements of Service Marketing, contains chapters 4 to 7 (“Creating the Service Product”, “Designing the Communication Mix for Services”, “Pricing and Revenue Management”, and “Distributing Services”). Part three, Managing the Service Delivery Process, contains chapters 8 to 11 (“Designing and Managing Service Processes”, “Balancing Demand and Capacity”, “Planning the Service Environment”, and “Managing People for Service Advantage”). Part four, Implementing Service Marketing, contains chapters 12 to 15 (“Managing Relationships and Building Loyalty”, “Customer Feedback and Service Recovery”, “Improving Service Quality and Productivity”, and “Organizing for Service Leadership”).

As the authors note, the key features of this book include its strong managerial orientation and strategic focus, use of memorable conceptual frameworks, incorporation of key academic research findings, use of interesting examples to link theory to practice, and inclusion of carefully selected cases to accompany the text chapters.

The book is especially useful at present because of the rapid growth of service sectors in Asian countries. The cases provide a broader coverage of service issues and application areas on firms operating across many Asian cultures (e.g., Banyan Tree, DHL, KFC, McDonald’s and Giordano) as well as organizations operating in specific Asian countries and regions, including China, Hong Kong, Taiwan, India, Malaysia, Myanmar, the Philippines, and Singapore.

Let’s look more closely at a few of the chapters to get a feel for the book. Chapter 2, “Consumer Behaviour in Service Encounters”, analyses how the extent of customer contact in service encounters affects the nature of service encounters, shapes consumer behaviour and can impact strategies for achieving productivity and quality improvements. The authors take a range of service organisations to discuss how the nature of service emphasises customer interaction with equipment used in service creation and delivery or with service personnel. Using illustrations based on the National University of Singapore (NUS) and China Unicom Ltd. (a telecommunication service in China), the authors contrast consumer behaviour in high- and low-contact service situations. Another section in this chapter focuses on customer expectations. Giving the example of Daniel Bethany of American Express that consumers want “memorable experiences, not gadgets”, the authors state that service companies must understand this shift in consumer behaviour and attitude to create opportunities for differentiation. Expectations are likely to vary in relation to differently positioned service providers in the

same industry. While travellers expect no frills service for a short domestic flight on a budget carrier, they would undoubtedly be very dissatisfied with that same level of service on a full service airline flying from Kuala Lumpur to Hong Kong, even in economy class. Taking the case of the Sunway Lagoon in Malaysia, the authors succinctly illustrate that customers may base their prepurchase expectations on factors like news stories, the firm's marketing efforts, word-of-mouth, etc. At several places the chapter presents illuminating insights from various magazines published in Asia.

Chapter 3, "Positioning Services in Competitive Markets", emphasises the need to examine levels of competition in the market for services firms and analyses various issues involved in developing a positioning strategy. Presenting the case of DHL "No one knows Shanghai like we do. Here's your chance to get to know it better too", DHL's positioning strategy in China is based on an in-depth knowledge of Asia and hence DHL's ability to deliver on time, every time, is demonstrated. The authors discuss the topic of segmentation to develop appropriate positioning strategies. The examples of Shin Kong Life Insurance Company promoting the 'specially Designed for Women' insurance policy targeted at young working women of China (p. 81), and the ICICI's example (p. 82) focusing on the rural population of India, explain the need to develop the right service concept for a particular target segment. Further, the

authors discuss that local knowledge is the most important factor for a service firm to succeed in an overseas market. This is illustrated through the example of HSBC (Hong Kong and Shanghai Banking Corporation) (p. 85) showing the different associations among people from three different countries of the meaning of "bread" (Philippines, India and Germany).

Chapter 14, "Improving Service Quality and Productivity", reviews the challenges involved in improving both productivity and quality in service organisations. The implementation of service marketing strategies for improving customer satisfaction should not prove costly and disruptive for the service firm. Chapter 15, "Organizing for Service Leadership", discusses that marketing activities in service organizations extend beyond the responsibilities assigned to a traditional marketing department. The service leadership of INFOSYS Technologies, India's premier software house, clearly shows that the underlying success factors are consistent focus and commitment to stakeholders, clients, employees, and innovation.

In sum, *Services Marketing in Asia* contains adequate information to make a valuable contribution to best-practice services management in Asia.

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Services Marketing in Asia is extremely well-written and a rare gem. The base text on Service Marketing teaching is great - vintage Lovelock and team you could say - but what stood out for me was the wealth of case studies. I have been through a couple of similar books in the past. But coming from Singapore, I have found most of the examples and case studies to be American or Euro-centric in nature, and not always readily applicable to the Asian context. Not to say that non-Asians would not benefit for this book, for I have found the insights in these case studies applicable across culture and

Services Marketing in Asia sets cutting-edge services marketing knowledge in an Asian context. It is an exciting read, and I will recommend this book to anyone who either is a service leader or seeks to become one. Ye Yigan Chairman of the Board, China Eastern Airlines Corporation Ltd.Â The preparation of the second edition of Services Marketing in Asia: Managing People, Technology, and Strategy has been an exciting challenge. Building on the success of the first edition, this second edition offers a unique and truly Asian perspective of services marketing. As far as we are aware, this is still the only textbook on services marketing that has been specifically written with a direct focus on Asian practice, viewed from multiple perspectives.

We explore the service management and marketing literature on managing people with a particular emphasis on managerial relevance. This review explores the phenomenal market and financial results of managing people effectively, emphasizing that it is harder to duplicate high-performing human assets than any other corporate resource. This project explores the challenges inherent in boundary-spanning frontline jobs, including role conflict and emotional labor. Recommended HR strategies and practices are explored that relate to recruitment, training, empowerment, service-delivery teams and employe Managing People for 7. Service Marketing Service Advantage Communications Part V Striving for Service Excellence 14. Improving Service Quality and Productivity 15. Building a World-Class Service Organization Figure I Organizing framework for services marketing CHAPTER Creating Value in the Service Economy Ours is a service economy and has been for some time. Be familiar with the characteristics of services and the distinctive marketing challenges they pose. LO 9 Understand the components of the traditional marketing mix applied to services. LO 10 Describe the components of the extended marketing mix for Journal of Services Marketing. ISSN: 0887-6045. Publication date: 1 July 2002. Abstract. Citation. Garcia, L.R. (2002), "Services Marketing in Asia" Managing People, Technology and Strategy", Journal of Services Marketing, Vol. 16 No. 4, pp. 380-382. <https://doi.org/10.1108/jsm.2002.16.4.380.1>. Download as .RIS. Publisher. If you think you should have access to this content, click the button to contact our support team. Contact us. Opens in new window. Opens in new window. Opens in new window. Opens in new window. © 2020 Emerald Publishing Limited. Mohan Agrawal (Escotel Chair Professor of Customer Relations Management and Services Marketing, Indian Institute of Management, Lucknow, India). International Journal of Service Industry Management. ISSN: 0956-4233. Publication date: 1 October 2002. Citation. Agrawal, M. (2002), "Services Marketing in Asia: Managing People, Technology and Strategy", International Journal of Service Industry Management, Vol. 13 No. 4, pp. 399-404. <https://doi.org/10.1108/ijsim.2002.13.4.399.1>. Download as .RIS. Publisher. : Emerald Group Publishing Limited. Please note you do not have access to teachi Market of Strategy Consulting, Technology Solutions, and Outsourcing Services Gary S. Luef Day Trading and Swing Trading the Currency Market: Technical and Fundamental Strategies to Profit. 291 Pages 2015 4.7 MB 58,405 Downloads New! Play the forex markets to win with this invaluable guide to strategy and analysis Day Trading ... AI in Marketing, Sales and Service: How Marketers without a Data Science Degree can u YouTube Strategies 2015 How To Make And Market YouTube Videos That Bring Hungry Online Buyers Straight To Your Products And Services. 135 Pages 2015 1.31 MB 6,020 Downloads New! Questions About YouTube, Answered YouTube Strategies 2015 How To Make And Market YouTube Videos

You are here: Influencer Marketing Hub » Influencer Marketing » 10 Chinese KOL Agencies and Platforms To Power Your Growth In Asia. 10 Chinese KOL Agencies and Platforms To Power Your Growth In Asia. ParkLU is one of China's most successful influencer marketing platforms and with a website operating on a self-service base easily accessible to brands and marketers to find and engage with fashion, beauty, food, travel and lifestyle influencers in China. With 40 000+ influencers across 13 social media platforms, ParkLU has a combined reach of more than 600 million Chinese customers. They use data-based technology to match brands with the right influencers and automate the campaign process, including influencer payments and reporting. Asia's rise in affluence is happening hand in hand with a dramatic growth in technology penetration. Consider, for example, that annual mobile phone sales in the region have grown from 150 million in 2000 to 750 million in 2012. This includes investing in technology and planning systems that track and optimize end-to-end inventory in the extended chain. Second, they are helping their partners secure cheaper capital from banks. Adopt innovative service strategies. Homeplus, a Tesco joint-venture company in South Korea, launched virtual stores in Seoul subway stations, using e-commerce to overcome a rival's greater physical presence. Services Marketing in Asia is extremely well-written and a rare gem. The base text on Service Marketing teaching is great - vintage Lovelock and team you could say - but what stood out for me was the wealth of case studies. I have been through a couple of similar books in the past. But coming from Singapore, I have found most of the examples and case studies to be American or Euro-centric in nature, and not always readily applicable to the Asian context. Not to say that non-Asians would not benefit for this book, for I have found the insights in these case studies applicable across culture and @inproceedings{Lovelock2001ServicesMI, title={Services Marketing in Asia: Managing People, Technology and Strategy}, author={C. Lovelock and Jochen Wirtz and Hean Tat Keh}, year={2001} }. C. Lovelock, Jochen Wirtz, Hean Tat Keh. Published 2001. Geography. The adaptation explains services marketing concepts in the context of Asian cultures, business and economic environments. While retaining the salient features presented in the original text, the adaptors have successfully infused the entire book with pertinent examples, rich case studies and extensive readings that cover many countries in Asia, including China, Hong Kong, India. CONTINUE READING. avmr.pw. His mission is to professionalize advisory services for start-ups and SMEs across Asia and has since assisted several start-ups with By Azleen Abdul Rahim 12th November 2020 9min read. Azleen Abdul Rahim. An Email Marketing Strategy That You Can Learn While Watching The Hit South Korean TV Series Start Up. Imagine how good it would be if you could apply the same techniques to your emails. By Fred Mosquida 24th November 2020 4min read. Authentic Conversations About Education Technology And Entrepreneurship With Rossana Llenado. Rossana Llenado is known in the Philippines as one of the early adopters when it comes to incorporating technology in By Jennette Cajucom 14th November 2020 2min read. Jennette Cajucom.