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18 years, and holds a Ph.D. in services marketing from the London Business School. He is an associate professor at the National University of Singapore (NUS), where he teaches services marketing in executive, MBA, and undergraduate programs and is co-director of the dual-degree UCLA-NUS Executive MBA Program.

### **Services Marketing - bschool.nus.edu.sg**

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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.

## **Christopher Lovelock - Wikipedia**

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## **Lovelock & Wirtz, Services Marketing | Pearson**

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