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Alan Wilson is Professor of Marketing and Head of the Marketing Department within the University of Strathclyde Business School. He specializes in the marketing of services, has a PhD in the subject, and

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She received the AMAs Career Contributions to the Services Discipline Award in 2001. She received both the Innovative Contributor to Marketing Award from the Marketing Management Association and the Outstanding Marketing Educator Award from the Academy of Marketing Science in 2004. Dr. Zeithaml is the author or co-author of seven prized books, including Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy, Delivering Quality Service: Balancing Customer ...

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