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Customers are less
physically involved
compared to people
processing services.

Involvement is limited

Production and
consumption are
separable. Slide 2007

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Chew. Terms in this set
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transforming service
markets. Government

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policies, social changes, business trends, advances in technology, and Globalization.

Examples of Government Policies.

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understanding of the
powerful design and
packaging of
'intangible' benefits
and products, high-
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operations and
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This includes his collaboration with Dr Lovelock in writing one of the world's leading services marketing text books, "Services Marketing: People, Technology, Strategy, 7th edition" (Prentice Hall, 2011). Dr Wirtz serves on the editorial review boards of 11 academic journals.

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**Books by
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Lovelock (Author of
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