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Alan Wilson is Professor of Marketing and a previous Head of the Marketing Department within the University of Strathclyde Business School. Before joining the university, he was a senior consultant and executive trainer within the services division of a London-based marketing consultancy practice and prior to that an Associate Director of a leading London-based marketing research agency. He ...

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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 has been invited to deliver lectures and seminars on both services marketing and marketing research in a variety of countries throughout the world, to both student and executive audiences.

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Valarie Zeithaml is an award-winning teacher and researcher, and an internationally recognized pioneer of services marketing. She was selected for its inaugural cohort of AMA Fellows for her significant contributions to the research, theory and practice of marketing and service to the AMA in 2015. See details - Services Marketing: Integrating Customer Focus Across the Firm 3rd Edition by Al ...

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