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Dr Jochen Wirtz holds a PhD in services marketing from the London Business School and has been working in the field of services for over 20 years. He is a tenured Associate Professor at the National University of Singapore (NUS), where he teaches services marketing in executive, MBA and undergraduate programs.

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About Jochen Wirtz. Jochen Wirtz is Vice Dean, Graduate Studies, the founding director of the dual degree UCLA - NUS Executive MBA Program (ranked globally #6 in the Financial Times 2016 EMBA rankings), and Professor of Marketing at the National University of Singapore (NUS).

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His over 10 books include Services Marketing: People, Technology, Strategy (World Scientific, 8th edition, 2016, co-authored with Christopher Lovelock), Essentials of Services Marketing (Prentice Hall, 3rd edition, 2017), and Winning in Service Markets (World Scientific, 2016).

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