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Week 1 Chapter 1-Introduction to Services Marketing ~~Behind the Book: Professional Services Marketing | Nigel Clark /u0026 Charles Nixon~~ What is Service Marketing /u0026 Why is it so important to the Economy?

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Dawn Iacobucci is the E. Bronson Ingram Professor of Marketing at the Owen Graduate School of Management, Vanderbilt University. Previously she was the Senior Associate Dean for Owen (2008-2010), Professor of Marketing at the Kellogg School of Management, Northwestern University (1987-2004), the Coca-Cola Distinguished Professor of Marketing, Professor of Psychology and Head of the Marketing ...

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