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DWAYNE D. GREMLER, Bowling Green State University, received his MBA and PhD degrees from Arizona State University. He is a passionate advocate for the research and instruction of services marketing issues.

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He is a passionate advocate for the research and instruction of services marketing issues. He has served as Chair of the American Marketing Association's Services Marketing Special Interest Group and has helped organize services marketing conferences in Australia, The Netherlands, France, and the United States.

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the world, and virtually all companies view services as critical to retaining their customers.

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Valarie A Zeithaml,  
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Dwayne D. Gremler  
Professor of Marketing

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**Dwayne D. Gremler**

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strategy focuses on delivering processes, experiences, and intangibles – rather than physical goods and discrete transactions – to customers. Delivering experiences successfully...

**(PDF) Services Marketing Strategy**

He specializes in the marketing of services, has a PhD in the subject, and has been

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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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D. Gremler (2009),  
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Marketing: Integrating  
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New York, NY: McGraw-Hill Companies. ISBN-978-0-07-811205-8 OR

**Syllabus for  
SERVICES  
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MRKT826 SEC 911  
Spring 2019**

Dr. Gremler received a Fulbright Scholarship from the U.S.

government to teach services marketing courses at the University of Maastricht in The

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Netherlands in 2006.  
And, in spring 2016, he  
was invited to be the  
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