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Jochen Wirtz is Professor of Marketing at the National University of Singapore (NUS) and an international fellow of the Service Research Center at Karlstad University, Sweden. Dr Wirtz holds a Ph.D. in services marketing from the London Business School and has worked in the field of services for over 25 years.

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Jochen Wirtz has worked in the field of services for more than 18 years, and holds a Ph.D. in services marketing from the London Business School. He is a tenured associate professor at the National University of Singapore, where he teaches services marketing in executive, MBA, and undergraduate programs and is co-director of the dual degree UCLA - NUS Executive MBA Program.

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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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