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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

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Zeithaml from the Marketing Management Association and the Outstanding Marketing Educator Award from the Academy of Marketing Science in 2004. Dr. Zeithaml is the author or co-author of seven prized books, including *Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate*

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written for students and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future.

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