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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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Jochen Wirtz is Professor of Marketing at the National University of Singapore (NUS), International Fellow of the Service Research Center at Karlstad University, Sweden, and Academic Scholar at the Cornell Institute for Healthy Futures (CIHF) at Cornell University, US.

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