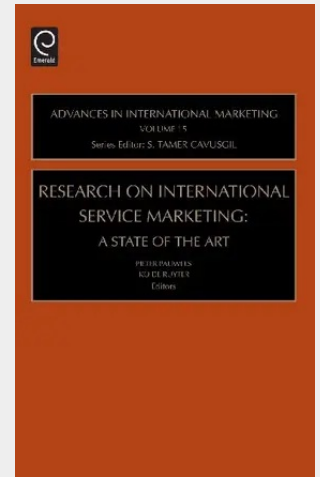


Research on International Service Marketing

Volume 15 of Advances in International Marketing explores the current research in international service marketing through the eyes of scholars from eight different countries on three continents. A truly international perspective emerges on the nature of service marketing across borders, as well as the internationalization strategies of service providers. Specifically, emphasis is placed on: service relationships across borders; methodological issues of international service marketing research; service internationalization and modes of entry; and new international services. Each chapter expands the conceptual context and consequences of internationalization. This collection of articles also serves as a point of departure for future research on international service marketing and the internationalization of services. In the tradition of the Advances in International Marketing series, each contribution offers extended conceptual development and a detailed discussion beyond what is typically offered in research papers. At the same time, practitioners should find critically relevant inspiration and ideas on how to define, implement, and evaluate their strategy and operations when delivering services across borders.

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