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LOVELOCK: Celebrated globally for his acute business principles.

Lovelock to help firms brush up marketing skills

MALAYSIAN companies will have an opportunity to learn how to better market their services from Professor Christopher Lovelock, who will give a talk on January 29.

The seminar, themed "Competing through Services", is organised by the Institute of Marketing Malaysia.

Lovelock is expected to give participants the latest on-the-ground realities and services marketing insights, IMM said in a statement.

"As knowledge-sharing is such a vital part of our working lives, we see Lovelock's visit as another golden opportunity for Malaysians to capitalise on, not just those in the marketing field," said IMM president Datuk Sharifah Mohd Ismail.

IMM expects about 300 to 500 participants from various sectors at the talk.

Lovelock last spoke in Malaysia in 1996. This will be his third visit to the country.

"Professor Christopher Lovelock is celebrated globally for his acute business principles and his outstanding ideas in marketing which are applicable to most businesses," Sharifah said.

He has written numerous books including the award-winning Services Marketing, Technology & Strategy, Product Plus, Marketing Challenges, and Public and Non-profit Marketing.

He has also lectured at the prestigious Harvard Business School.

The seminar will be held at The Legend Hotel. It is organised by IMM with Universiti Putra Malaysia and Puteh Consulting, a consulting firm.

Members of the public who are interested can contact IMM at 03-7874 3089 or visit www.imm.org.my/.