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services like medical services, beauty parlors, legal services, etc. According to the marketing experts and management thinkers the concept of services is a wider one. The term services are defined in a number of ways but not a single one is universally accepted. The distinct characteristics of services are mentioned below.

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Services Marketing: People, Technology, Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, Services Marketing: People, Technology, Strategy is suitable for students who want to gain a wider managerial view of Services Marketing.

This sourcebook is the ideal resource to consult when researching Asian markets. It provides full contact details for more than 2,000 business information providers, including trade associations, national statistical offices, government departments, business information libraries, trade and business journals and business websites. It is easy to see how it can help improve research effectiveness, it offers an at-a-glance guide to information publishers across nearly 100 market sectors.

This book constitutes revised selected papers from the Australasian Symposium on Service Research and Innovation, ASSRI, held in Sydney Australia. The 11 full papers presented from ASSRI 2017, which took place during October 19-20, 2017, were carefully reviewed and selected from 26 submissions. The volume also contains 3 papers from ASSRI 2015, which took place during November 2-3, 2015, and one invited paper on the software development processes. The papers were organized in topical sections named: invited talk; modelling; design; quality; social, and application.

In a globalized economy that is heavily sustained by the labor of immigrants, why are certain nations defined as "ideal" labor resources and why do certain groups dominate a particular labor force? The Philippines has emerged as a lucrative source of labor for countries around the world. In *Marketing Dreams, Manufacturing Heroes* Anna Romina Guevarra focuses on the Philippines—which views itself as the "home of the great Filipino worker"—and the multilevel brokering process that manages and sends workers worldwide. She unravels the transnational production of Filipinos as ideal migrant workers by the state and explores how race, color, class, and gender operate. The experience of Filipino nurses and domestic workers—two of the country's prized exports—is at the core of the research, which utilizes interviews with employees at labor brokering agencies, state officials from governmental organizations in the Philippines, and nurses working in the United States. Guevarra's multisited ethnography reveals the disciplinary power that state and employment agencies exercise over care workers—managing migration and garnering wages—to govern social conduct, and brings this isolated yet widespread social problem to life.

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