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He specializes in the

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marketing of services, has a PhD in the subject, and has been invited to deliver lectures and seminars on both services marketing and marketing research in a variety of countries throughout the world, to both student and executive audiences.

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Marketing: Integrating  
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the Firm, Sixth Edition,  
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Hill Companies. ISBN-9  
78-0-07-811205-8 OR

**Syllabus for  
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MRKT826 SEC 911  
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Dr. Gremler received a  
Fulbright Scholarship  
from the U.S.

government to teach  
services marketing

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courses at the University of Maastricht in The Netherlands in 2006. And, in spring 2016, he was invited to be the Audi Visiting Professor at the Catholic University of Eichstätt-Ingolstadt, Germany.

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