



Service Management

Operations, Strategy, Information Technology

Ninth Edition



Bordoloi · Fitzsimmons · Fitzsimmons

Service Management Operations Strategy Information Technology

Nigel Slack, Michael Lewis



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The Handbook of Service Innovation Renu Agarwal, Willem Selen, Göran Roos, Roy Green, 2015-04-08 Bringing together some of the world's leading thinkers, academics, and professionals to provide practitioners, students, and academicians with comprehensive insights into implementing effective service innovation. This book presents service innovation holistically and systemically across various service areas including health, education, tourism, hospitality, telecommunications, and retail. It addresses contemporary issues through conceptual and applied contributions across industry, academia, and government, providing insights for improved practice and policy making. Featuring cutting-edge research, contributions, practical examples, implementations, and a select number of case studies across several growth service industries, this book also includes examples of failed service innovation attempts in order to demonstrate a balanced view of the topic and to make clear the pitfalls to be avoided. Culminating in a suggested step-by-step guide to enable service organization's managers to understand and implement the concepts of service innovation and manage its evolutionary processes effectively, this book will prove a valuable resource to a wide-reaching audience including researchers, practitioners, managers, and students who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. Includes endorsements from professionals in the field of service innovation.

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Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods Delener, N., 2012-01-31 This book explores areas such as strategy development service contracts human capital management leadership management marketing e government and e commerce Provided by publisher

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