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Examines the special characteristics that make services and the management of service organizations successful. Provides a comprehensive framework for service oriented businesses that stresses a streamlined service management system, the key components of which are market segment, service concept, service delivery system, image, and culture. Growth strategies and the

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nature of innovation are analyzed and amply illustrated. The role and principles of good leadership in service organizations form a crucial area of discourse. Topics such as the use of image and culture as management instruments, effective and persuasive communications, and "high social technology" are also explored.

Services comprise about 70% of the BNP in most Western societies. Services surround us each and every day and include such sectors as medical, IT, financial, travel, telecommunication and educational. This book is about services and has been written for service managers and practitioners as well as students who aim to move into those areas. The book outlines the fundamental issues of service and service management - offering support by discussing some twenty different business administration models. Real-world

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examples from both non-profit and for-profit sectors are used throughout the book as well as "what to do" summaries. This text provides an excellent introduction to service management for students of marketing, economics, business administration, hospitality management and other courses.

In the world of industry and management producing 'intangible products' poses unique challenges. This book provides a comprehensive framework on these unique management issues and looks into the special characteristics of services and conditions necessary for success in the management of service organizations. This classic book, as relevant as ever and updated, provides a set of ideas which has proved its power and validity beyond the fads of the moment, over an extended period of time. A book that is at the

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same time very holistic and conceptual, and yet both easy to grasp and to translate into practical action. It also evokes an alternative perspective on services, namely that of refocusing attention from the production and the product to the value creation process of customers. With these perspectives every company today needs to see itself as a service company. The book stresses the need for a streamlined service management system and analyses and illustrates growth strategies and the nature of innovation -but above all it emphasizes the special role played by good leadership. In particular, this edition looks at the role of technology in services as well as - more generally -the role of services in society. Of great value to managers and academics involved in the service industry this practical book, which has been translated into eight languages, will stimulate people to analyse and act on their situations.

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This textbook offers a fully integrated approach to the theory and practice of service management, exploring the operational dynamics, management issues and business models deployed by service firms. It builds on recent developments in service science as an interdisciplinary research area with emphasis on integration, adaptability, optimization, sustainability and rapid technological adoption. The book explores seven fundamental processes that are key to successfully managing service businesses, helping students gain insights into: how to manage service businesses, with coverage of both small firms and large transnationals service business models, operations and productivity managing service employees how service firms engage in product and process innovation marketing, customers and service experiences internationalization of service

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businesses the ongoing servitization of manufacturing This unique textbook is an ideal resource for upper undergraduate and postgraduate students studying service businesses and practitioners.

Strategic Recreation Management is a comprehensive and up-to-date introduction to the fundamental principles, managerial techniques and practices in the public administration of recreational services. It covers every key facet of public management as it concerns recreational service, including organizational, operational, planning, developmental, and managerial procedures, as well as examining all the contextual factors that influence the delivery of recreation, such as political pressures, economics, social considerations, physical resources, and citizens' perception of the field and its performance. Each chapter offers illustrative case

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studies from the real world of recreation management, with chapters sequenced to represent the typical day-to-day challenges and issues in recreation service. Authors Jay Shivers and Joseph Halper have many years' experience of working in the recreational sector, as educators and practitioners, and the result is a textbook that provides the perfect foundation for any degree-level course in recreation management, as well as being an indispensable reference for all professionals working in recreation service.

A comprehensive model for managing a service business. Shows how to achieve the level of coordination required in an organization where employees from many departments have direct customer contact.

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'This reader is an outstanding piece of work. It captures the essence of operations management by providing an interesting and sometimes provoking set of readings. It also provides an excellent review of the topic. Its approach to operations management is both topical and comprehensive. The editors have done an outstanding job of including many of the significant recent developments in the area, particularly in the technology and operations strategy areas' - Nigel Slack, Professor of Operations Strategy, Warwick University

Balancing conceptual and applied coverage of all aspects of the management and operation of services, Service Management has maintained the position as market leader through five previous editions. It is the most comprehensive and widely used introduction to service operations on the market, written by one of the top

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authorities on the subject, and it is designed to develop students' skills in both strategic and operational issues pertaining to services. New material on Professional Service Firms highlights IBM's initiative to establish a Service Science, Management, and Engineering discipline. The Sixth Edition also offers the latest information on Six-Sigma and RFID, as well as recent developments in other important industry topics. Text coverage spans both qualitative and quantitative aspects of service management and offers flexibility in courses, offering varying approaches to the study of service operations. The ancillary package includes student CD-ROM and Website that includes self-test quizzes, video clips, ServiceModel Software, and the Mortgage Service Game.

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Strategic Management in Public Services Organizations sets out to connect the two traditionally disparate academic literatures of public management and strategic management. The authors argue that some models of strategic management are now of enhanced relevance for contemporary public services organizations, especially when considering successive New Public Management reforms. This observation has important consequences for the requisite work practices, skills and knowledge bases of current public managers, as they are increasingly being asked to act as strategic as well as operational managers. Strategic Management in Public Services Organizations takes a strongly comparative and international perspective in addressing the fundamental issue of strategic management within diverse public administrative traditions. The impact of strategic management on the performance of public

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agencies is examined and it is argued that the appropriate use of strategic management models depends on the politico-administrative and cultural contexts of the public services organization in question, concluding that there is no single best way to strategically lead public organisations. This is an advanced textbook aimed at the postgraduate level, particularly students on MPAs and MBAs with a public sector option or MScs in Public Policy and Public Management.

The ultimate instructional guide to achieving success in the service sector Already responsible for employing the bulk of the U.S. workforce, service-providing industries continue to increase their economic dominance. Because of this fact, these companies are looking for talented new service systems engineers to take on

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strategic and operational challenges. This instructional guide supplies essential tools for career seekers in the service field, including techniques on how to apply scientific, engineering, and business management principles effectively to integrate technology into the workplace. This book provides: Broad-based concepts, skills, and capabilities in twelve categories, which form the "Three-Decker Leadership Architecture," including creative thinking and innovations in services, knowledge management, and globalization Materials supplemented and enhanced by a large number of case studies and examples Skills for successful service engineering and management to create strategic differentiation and operational excellence for service organizations Focused training on becoming a systems engineer, a critically needed position that, according to a 2009 Moneyline article on the best jobs in America, ranks at the top

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of the list Service Systems Management and Engineering is not only a valuable addition to a college classroom, but also an extremely handy reference for industry leaders looking to explore the possibilities presented by the expanding service economy, allowing them to better target strategies for greater achievement.

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