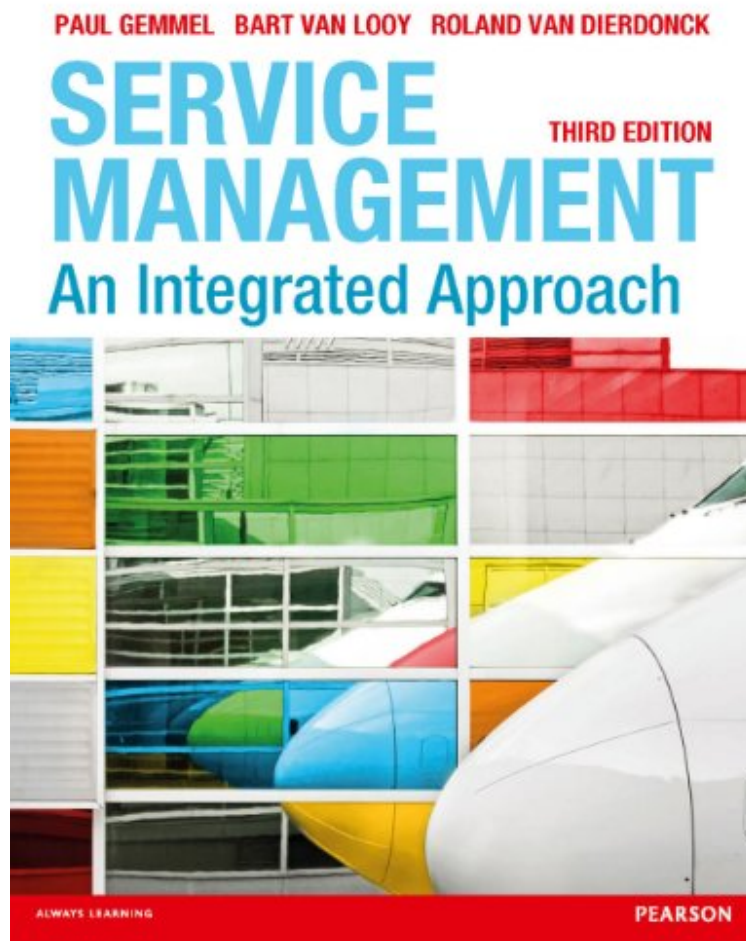


(Pdf free) Service Management: An integrated approach

Service Management: An integrated approach

Bart Van Looy, Paul Gemmel, Roland Van Dierdonck
*ebooks | Download PDF | *ePub | DOC | audiobook*



 Download

 Read Online

#1966261 in eBooks 2013-03-11 2013-03-11 File Name: B00IZI5R2U | File size: 44.Mb

Bart Van Looy, Paul Gemmel, Roland Van Dierdonck : Service Management: An integrated approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised Service Management: An integrated approach:

Over 75% of graduates currently find work in the service industries, but there are very few books that deal specifically with the subject of service management. This third edition of Services Management provides a comprehensive insight into the industry and its importance in today's economies. The book is based on three central strands of services management: customers, employees and operations. The final part of the book addresses the issue of performance management and service strategy. Based on a series of research workshops with academics and practitioners at the Service Management Centre, De Vlerick School of Management, University of Ghent, the authors have produced in-depth case studies and survey research to help students to develop a thorough

understanding of the specific challenges and issues of service management today. Services Management third edition is ideal for Service Management students within a Business or Tourism degree, but also of great interest to operations, management, marketing and general business students