

Marketing Financial Services Second Edition

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standard of service second edition

as the services sector has become the most important sector of many of our economies this book makes a valued contribution to our greater understanding of what features are critical to operational success in this sector based upon sound research and drawing on numerous cases studies the author has delivered an expose that will be of value to academics and practitioners alike from a long career in the field the author has distilled critical content into a well organised book that is a must for students and practitioners in services operations management it is welcoming to read of service operations management in the not for profit and public sectors (peter liesch university of queensland business school brisbane australia) (david has captured the essentials of service operations within a complete enterprise framework based upon case studies from a broad variety of organizations from around the globe this easy to understand text is a must for students and practitioners alike students of service operations and indeed services marketing have been long awaiting a reference such as this (derek lundberg metcash food grocery) (the author recognizes the critical fact that service operations is worlds apart from manufacturing operations management that produces tangible products a failing of so many other texts that have drawn on yesteryear manufacturing paradigms to try and explain services this book succeeds in combining operational analysis with the empirical research to arrive at a comprehensive understanding of the forces that shape and change the service sectors drawing on a wealth of information by virtue of his track record of many years researching the service sectors this book will be invaluable to both students practitioners and anyone interested in successful service operations tourism hospitality transport retailing utilities not for profit public service (george downie senior lecturer southampton business school uk) (this is an important book for educators students and professional managers as the services sector becomes a larger and increasingly pervasive part of our economy and as service operations management becomes the biggest part of most organizations the opportunity to increase productivity quality flexibility and innovation of service provision must be grasped firmly by those who want their organizations to remain competitive and successful this book very effectively blends conceptual frameworks with new practical case studies it is full of valuable and useful insights (danny samson university of melbourne australia) (this comprehensive textbook will become required reading for postgraduate students seeking to understand the principles of service operations management and for undergraduate students specializing in hospitality tourism or the public sector it will also serve as a handbook for

operations managers in service organizations as they seek to develop and implement improved operations strategies focusing on service delivery design capacity recovery performance measurement and service strategy the challenge of delivering exceptional service quality is addressed through a comparison of customersí perceptions and expectations a new approach to quality in services describes the tools and methods for continuous service improvement this accessible and engaging textbook is the ideal foundation for a course in service operations management each chapter represents a lecture and specific topic with specified learning objectives and outcomes develops using a íchunking and scaffoldí pedagogical technique sub sections in the chapter develop the chapterís theme includes examples of organizations and small case vignettes suitable for class group discussion and larger cases of international organizations for set work activity draws upon contemporary research with clear citations to show the source each chapter has a bibliography and reference list includes a series of questions that can be asked of the audience students either to promote discussion or to be set as an assignment see the companion website include link for an instructor resource guide and powerpoint slides with tips for activities and as a general guide to explore issues raised in the book

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