

Service Operations Management Johnston Clark

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(1982-) University of Reading. Department of Agricultural Economics and Management
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Pennsylvania water works operators' association
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service operations management is an invaluable guide to students and managers confronting operational issues in service management whether from a general management perspective or focused in specific sectors such as tourism and leisure or business services this book is ideal for undergraduates postgraduates or executives wishing to gain a deeper understanding of managing service operations and improving service delivery johnston and clark is an outstanding text and should remain at the forefront of service management texts for the foreseeable future it has attracted excellent student feedback geoffrey plumb senior lecturer staffordshire university finally a book that encompasses and illustrates all the phases of service processes giving the right emphasis to each rather than focusing exclusively on the marketing aspects of the service context andrea vinelli professor of operations management university of padova italy

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tasks thus breaking the subject into manageable chunks pedagogical features each chapter provides definitions of key terms and constructs identifies key operations management issues highlights a number of questions ideas frameworks approachesand techniques showing how managers can improve their performance real world illustrations chapter summaries case exercises further questions and reading instructors manual picture caption front cover spine back cover full isbn 0173 63922 6

this international market leading book aimed at both students and practising managers provides a comprehensive and balanced introduction to service operations management building on the basic principles of operations management the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers

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