

Service Operations Management Johnston Clark

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Management David Bennett Gordon E. Greenley Pennsylvania water works
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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
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major new text provides a refreshingly new comprehensive and balanced
introduction to service operations management building on the basic
principles of operations management the book examines the operations
decisions that managers may face in managing their resources and
delivering services to their customers although the emphasis is on
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functions on service delivery indeed the key issue of service delivery is the
prime focus of the book requiring only basic knowledge of operations
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and hospitality to reflect the diversity of the service sector combines a
practical approach with detailed theoretical underpinning to provide
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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 approaches and 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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