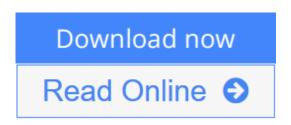


# Service Operations Management: Improving Service Delivery (4th Edition)

By Robert Johnston, Graham Clark, Michael Shulver



**Service Operations Management: Improving Service Delivery (4th Edition)** By Robert Johnston, Graham Clark, Michael Shulver

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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#### From the Back Cover

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.

Combining a unique practical approach with a detailed theoretical underpinning, the authors provide tools, frameworks and techniques for operational analysis and improvement and set operations management within the wider business context, bringing a valuable 'real world' perspective to this growing area.

Each chapter includes definitions of key terms, real-world examples and case studies with exercises, questions to test both understanding and application together with recommended further reading and suggested web sites to deepen your knowledge.

New features for this 4th edition include:

• A new 17 chapter structure

 $\cdot$  A practical focus on 'how to' deal with the key issues and challenges facing service operations managers

- A new chapter on the customer experience
- A new chapter on driving continuous improvement
- A new chapter on learning from other operations
- · A new chapter on world-class service
- Six new end of chapter case exercises
- A new full-colour design

*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.

#### About the Author

Robert Johnston is Professor of Operations Management at Warwick Business School.

Graham Clarkis Senior Lecturer in Operations Management at Cranfield School of Management and Director of the Executive MBA Programme.

Michael Shulver is a Senior Teaching Fellow in the Operations Management Group at Warwick Business School where he is the Academic Director of the School's BSc in Management.

#### **Users Review**

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#### **Ramiro Alvarez:**

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