



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

By Robert Johnston, Graham Clark, Michael Shulver

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

- Sales Rank: #537923 in Books
- Published on: 2012-10-19
- Original language: English
- Number of items: 1
- Dimensions: 10.40" h x .80" w x 7.70" l, 1.95 pounds
- Binding: Paperback
- 488 pages

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Editorial Review

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
- 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.

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Ramiro Alvarez:

This Service Operations Management: Improving Service Delivery (4th Edition) book is not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is information inside this e-book incredible fresh, you will get data which is getting deeper anyone read a lot of information you will get. This particular Service Operations Management: Improving Service Delivery (4th Edition) without we recognize teach the one who studying it become critical in imagining and analyzing. Don't become worry Service Operations Management: Improving Service Delivery (4th Edition) can bring whenever you are and not make your tote space or bookshelves' turn into full because you can have it with your lovely laptop even cell phone. This Service Operations Management: Improving Service Delivery (4th Edition) having good arrangement in word along with layout, so you will not truly feel uninterested in reading.

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