



DOWNLOAD



Service Management and Operations (2nd Edition)

By Haksever, Cengiz; Render, Barry; Russell, Roberta S.; Murdick, Robert G.

Prentice Hall, 1999. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: I. INTRODUCTION. 1. Services in Our Society. Introduction. What Are Services? The Service Sector of Our Economy. Theories Explaining the Growth of Services. Overview of the Book. Summary. Discussion Questions. References. 2. The Nature of Services and Service Encounters. Introduction. General Concept of a Productive System. Characteristics of Services. Intangibility. Inseparability. Perishability. Variability. the Service Organization as a System. Service Encounters. The Nature of Service Encounters. Service Encounters from Various Perspectives. Elements of a Service Encounter. Role of Other Customers in Service Encounters. Summary. Discussion Questions. Case 2-1 Walt Disney Makes Everyone a Star. Case 2-2 Sullivan's Auto World. References. 3. Customers: The Focus of Service Management. Introduction. Customers and Their Needs. Consumer Behavior and a Consumer Decision Model. External Influences. Internal Influences. Attitudes and Needs. Consumer Decision Making Process. Unique Aspects of Service Purchases. Different Criteria. Different Sources of Information. A Smaller Evoked Set. Brand Switching and Repeat Purchase Behavior. Risk Perception. A Cultural Profile of American Customers. A Look into the Future. Age Distribution. Households. Education, Occupation, and Income. Some More Predictions about the Future. Summary. Discussion Questions. Case 3-1 Oasis...

Reviews

Completely essential read publication. I am quite late in start reading this one, but better then never. You wont truly feel monotony at at any moment of your time (that's what catalogs are for regarding should you question me).

-- **Nels Runte IV**

I just started out reading this pdf. It is full of wisdom and knowledge You are going to like just how the blogger publish this publication.

-- **Lily Gorczany**