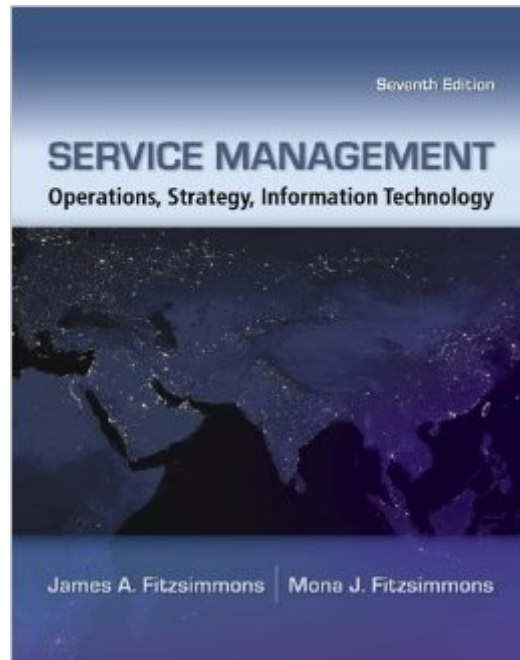


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# Service Management With Premium Content Access Card



## Synopsis

Balancing conceptual and applied coverage of all aspects of the management and operation of services, Service Management has maintained the position as market leader through five previous editions. It is the most comprehensive and widely used introduction to service operations on the market, written by one of the top authorities on the subject, and it is designed to develop students' skills in both strategic and operational issues pertaining to services. The Seventh Edition also offers the latest information on Six-Sigma and RFID, as well as recent developments in other important industry topics. Text coverage spans both qualitative and quantitative aspects of service management and offers flexibility in courses, offering varying approaches to the study of service operations. The new edition is designed to develop students' skills in both strategic and operational issues pertaining to services.

## Book Information

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Book is easy to read for the most part. However some of the chapters dealing in problem solving are not as intuitive or clear as they should be.

great book, tons of examples.... it made my class a lot easier... i like how it has cases that can be used to practice what you learn

It has helped me with my class and I am able to understanding. I love the stories about the different

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A+

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