

TENTH EDITION

Service Management

Operations, Strategy, Information Technology

Sanjeev Bordoloi - James Fitzsimmons - Mona Fitzsimmons









Service Management Operations Strategy Information Technology

James A. Fitzsimmons, Mona J. Fitzsimmons

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have made DET2009 possible to the authors and presenters es cially the keynote speakers to those who have diligently reviewed submissions to members of International Scientific Committee Organizing Committee and Advisory Committee and to colleagues for their hard work in sorting out all the arrangements We would also like to extend our gratitude to DET2009 sponsors co organizers and supporting organizations Loose Leaf for Service Management: Operations, Strategy. Information Technology Mona Fitzsimmons, James Fitzsimmons, Sanjeev Bordoloi, 2022-03-15 Bordoloi s Service Management 10e contains extensive coverage of the impacts of COVID 19 including the service innovation and progress experienced by a global pandemic Written in an engaging literary style based on research and consulting experience of authors it focuses on service for competitive advantage and integrates technology operations and human behavior and the need for continuous quality improvement to be effective in a global environment This edition continues to acknowledge and emphasize the essential uniqueness of service management. The book is written in an engaging literary style makes extensive use of examples and is based on the research and consulting experience of the authors. The theme of managing services for competitive advantage is emphasized in each chapter and provides a focus for each management topic The integration of technology operations and human behavior is recognized as central to effective service management Emphasis is placed on the need for continuous improvement in quality and productivity in order to compete effectively in a global environment Each chapter begins with a vignette of a well known company to motivate the reader and illustrate the strategic nature of the topic to be covered Each chapter has a preview a closing summary key terms and definitions a service benchmark topics for discussion an interactive exercise solved problems and exercises when appropriate and one or more cases Operations Strategy Terry Hill, Alex Hill, 2017-10-12 This new core textbook underpinned by rigorous academic research and industry best practice offers a practical approach designed to provide students with the tools and techniques required to design and develop an operations strategy Authored by two of the most well respected authorities in the field the book s clear and accessible content explains how operations strategy can create value for an organisation and positively impact on business performance Case studies with international relevance and which draw on examples from a wide range of industry sectors help students to link theory and practice develop analytical and problem solving skills and gain an understanding of operations strategy in the real world This textbook caters primarily for MBA students studying modules in Operations Strategy or Operations Management and is also suited to postgraduate students studying Operations Strategy on specialist courses such as Operations and Supply Chain Management or Logistics and Operations Management In addition this is an important text for final year level undergraduate students studying Operations Strategy or Strategic Operations Management

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