



DOWNLOAD



A Manager's Guide to Service Science: A Comprehensive Guide to Service Science for Managers (Paperback)

By Jr. Harry Katzan

iUniverse, United States, 2008. Paperback. Book Condition: New. 214 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.A service is a client/provider interaction that creates and captures value for both participants. We use service in several aspects of our lives including business, government, education, health care, and religion. But what, exactly, are the best practices, principles, and theories of service? The actual study of service science is a relatively new field, but one that can open the door to a better understanding of this essential part of our lives. In this invaluable guide, Harry Katzan, Jr., director of the Service Science Institute of Hilton Head, offers a concise, readable examination of how managers can use information about services to construct a better customer environment. Harry Katzan, Jr. believes that the characteristics of a service process determine its efficacy in solving real-world problems. He disseminates these characteristics and provides a clearer view to help managers pinpoint the exact issues they need to tackle. Informative chapters include: Service Concepts Service Systems Information Services Service Management Service Business With a comprehensive bibliography, detailed footnotes, and a highly engaging writing style, A Manager's Guide to Service Science is...



READ ONLINE
[2.9 MB]

Reviews

An exceptional pdf as well as the font employed was intriguing to read through. This is certainly for all who statte there was not a worthy of reading through. I am just delighted to inform you that here is the very best publication i actually have go through inside my very own existence and might be he finest pdf for actually.

-- **Saige Lang**

A whole new eBook with a brand new viewpoint. Yes, it is perform, continue to an interesting and amazing literature. You wont truly feel monotony at whenever you want of the time (that's what catalogs are for concerning should you ask me).

-- **Margie Jaskolski**