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 Service Management: Operations, Strategy, Information ... • Emphasizes the essential uniqueness of service management. • Covers historical context and the service enterprise supporting competitive strategy, managing service enterprises, and forecasting and managing service

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 Service Management: Operations, Strategy, Information ... A complete guide to the strategy, design and delivery of services in today's highly competitive business environment. Presents the ideas and concepts necessary to understand and manage operations in service environments. The book is organized around three main elements of service management: strategy, design and delivery. It explains the strategic importance of services, as well as their ...
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In developing an operations strategy management also needs to take other factors into consideration. These include (a) the level of technology that is or will be available. What is Operations Strategy? Operations Management ...Operations management is a field of business concerned with the administration of business practices to maximize efficiency within an organization. It involves planning, organizing, and overseeing the organization's

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ONS STRATEGY Operations strategy is a process by which key operations decisions are made that are consistent with the overall strategic objectives of the firm. 19.operation management and operation strategy This ninth edition continues to acknowledge and emphasize the essential nature of service management. Based on the research and consulting experiences of the authors, the text is organized in four parts: Part One: Understanding Services provides the historical context as well as distinguishes the distinctive characteristics of service operations; Part Two: Designing the Service Enterprise ...Service

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 managing
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 including operations
 strategy, product
 design, process design,
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 Wikipedia Strategic
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