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Robert Johnston is Professor of Operations Management at Warwick Business School. Graham Clark is Senior Lecturer in Operations Management at Cranfield School of Management and Director of the Executive MBA Programme.

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IJOPM 19,2 104 Service operations management: return to roots Robert Johnston Warwick Business School, University of Warwick, Coventry, UK Keywords Management theory, Operations management, Service operations Abstract Over the last 20 years we have witnessed the emergence of a large-scale, world-wide academic movement concerned with the management of services.

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Service operations management: return to roots

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approach with a detailed theoretical underpinning, the authors provide tools, frameworks and techniques for operational analysis and improvement and set operations management within the wider business context, bringing a valuable 'real world' perspective to this growing area. Each chapter includes definitions of key terms, real-world examples and case studies with exercises, questions to test both understanding and application together with recommended further reading and suggested web sites to deepen your knowledge. New features for this 4th edition include: . A new 17 chapter structure . A practical focus on how to 'deal with the key issues and challenges facing service operations managers . A new chapter on the customer experience . A new chapter on driving continuous improvement . A new chapter on learning from other operations . A new chapter on world-class service . Six new end of chapter case exercises . A new full-colour design "Service Operations Management" is an invaluable guide to students and managers confronting operational issues in service management, whether from a general management perspective or focused in specific sectors, such as tourism and leisure or business services. This book is ideal for undergraduates, postgraduates or executives wishing to gain a deeper understanding of managing service operations and improving service delivery."

The central focus of this book is how organizations deliver service and the operational decisions that managers face in managing resources and delivering service to their customers.

Service chain management enables service organisations to improve customer satisfaction and reduce operational costs. In this book, Christos Voudouris and his BT colleagues together with experts from industry and academia present the latest innovations and technologies used to manage the operations of a service company. The viewpoints presented are based on the BT experience and on associated research and development. Service chain management is looked at both from the enterprise perspective and from the

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standpoints of the service professional and customer. The focus is on real-world challenges.

Describes the key concepts of operations management, covering such topics as planning and control, the role of technology, and "just-in-time" techniques.

Operations Management in Context provides students with excellent grounding in the theory and practice of operations management and its role within organizations. Structured in a clear and logical manner, it gradually leads newcomers to this subject through each topic area, highlighting key issues, and using practical case study material and examples to contextualize learning. Each chapter is structured logically and concludes with summary material to aid revision. Exercises and self-assessment questions are included to reinforce learning and maintain variety, with answers included at the end of the text.

Operations management is important, exciting, challenging ... and everywhere you look! Important, because it enables organisations to provide services and products that we all need Exciting, because it is central to constant changes in customer preference, networks of supply and demand, and developments in technology Challenging, because solutions must be must be financially sound, resource-efficient, as well as environmentally and socially responsible And everywhere, because in our daily lives, whether at work or at home, we all experience and manage processes and operations. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry

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This text addresses the issues of how to develop new service products - where the concept of service has moved from transaction to experience. The authors draw upon the expertise of internationally recognised authors.

Bill Hollins continues his practical investigation of design in the service sector. In this new book with Sadie Shinkins, he provides a down to earth approach to an important topic in the field - Naomi Gornick, Honorary Professor, University of Dundee Guiding readers through each stage in the design and implementation of service operations, this book combines lively examples that are easy to relate to with clearly explained theory. Throughout, chapters contain pedagogical features that will help students to get the most from the ideas and examples being presented in the book. They include: - Chapter objectives; - Short cases; - Student exercises; - Chapter summaries; - Further reading section; - A glossary of key terms.

This book provides a comprehensive review of environmental benefit transfer methods, issues and challenges, covering topics relevant to researchers and practitioners. Early chapters provide accessible introductory materials suitable for non-economists. These chapters also detail how benefit transfer is used within the policy process. Later chapters cover more advanced topics suited to valuation researchers, graduate students and those with similar knowledge of economic and statistical theory and methods. This book provides the most complete coverage of environmental benefit transfer methods available in a single location. The book targets a wide audience, including undergraduate and graduate students, practitioners in economics and other disciplines looking for a one-stop handbook covering benefit transfer topics and those

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who wish to apply or evaluate benefit transfer methods. It is designed for those both with and without training in economics

From restaurants to resorts, the hospitality industry demands strong operations management to delight guests, develop employees, and deliver financial returns. This introductory textbook provides students with fundamental techniques and tools to analyse and improve operational capabilities of any hospitality organization.

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