



Successful Service Operations Management with CD-ROM

Richard D. Metters, Kathryn H. King-Metters, Madeleine Pullman

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This book covers the full cycle of building a service business from concept formation through implementation. The first section of the book - three chapters - focuses on constructing a business strategy. The next section details how to implement that strategy in the design of the service system. Capacity management is an important strategic and tactical issue in many services, and is the subject of the four chapters in the third section of the book. Finally, the last four chapters provide managers with tools needed for everyday operation.

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