

The book was found

The Handbook Of Service Innovation



Synopsis

Bringing together some of the world's leading thinkers, academics and professionals to provide practitioners, students and academicians with comprehensive insights into implementing effective service innovation. This book presents service innovation holistically and systemically across various service areas, including health, education, tourism, hospitality, telecommunications, and retail. It addresses contemporary issues through conceptual and applied contributions across industry, academia, and government, providing insights for improved practice and policy making. Featuring cutting-edge research contributions, practical examples, implementations and a select number of case studies across several growth service industries, this book also includes examples of failed service innovation attempts in order to demonstrate a balanced view of the topic and to make clear the pitfalls to be avoided. Culminating in a suggested step-by-step guide to enable service organization's managers to understand and implement the concepts of service innovation and manage its evolutionary processes effectively, this book will prove a valuable resource to a wide reaching audience including researchers, practitioners, managers, and students who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. Includes endorsements from professionals in the field of service innovation.

Book Information

Hardcover: 842 pages

Publisher: Springer; 2015 edition (April 9, 2015)

Language: English

ISBN-10: 1447165896

ISBN-13: 978-1447165897

Product Dimensions: 6.1 x 1.8 x 9.2 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,497,559 in Books (See Top 100 in Books) #146 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Economics #608 in Books > Business & Money > Management & Leadership > Industrial #1483 in Books > Business & Money > Management & Leadership > Production & Operations

[Download to continue reading...](#)

How to Start a Business Analyst Career: The handbook to apply business analysis techniques,

select requirements training, and explore job roles ... career (Business Analyst Career Guide) The Data Science Handbook: Advice and Insights from 25 Amazing Data Scientists Big Data Fundamentals: Concepts, Drivers & Techniques (The Prentice Hall Service Technology Series from Thomas Erl) Oracle Database 12c DBA Handbook (Oracle Press) Oracle Solaris 11.2 System Administration Handbook (Oracle Press) Terraria: The Essential Guide (Unofficial Terraria Handbook and Walkthrough) Minecraft: Ultimate Minecraft Handbook: Master Minecraft Secrets (Essential Minecraft Guidebooks for Kids) Minecraft: Minecraft Creations Handbook: The Minecraft Construction Handbook Specially Made for The Best Minecraft Players (minecraft secrets, minecraft handbook, minecraft construction, minecraft) Minecraft: Secrets Handbook: The Ultimate Minecraft Secret Book, Minecraft Game Tips & Tricks. Hints and Secrets of Minecraft (Minecraft Books) Cisco Networks: Engineers Handbook of Routing, Switching, and Security with IOS, NX-OS, and ASA Building a RESTful Web Service with Spring Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Swift: Programming, Master's Handbook: A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO in ... mining, software, software engineering,) The Knife Sharpening Handbook Miller's Antiques Handbook & Price Miller's Antiques 2016-2017 (Miller's Antiques Handbook & Price Guide) Napoleon's Infantry Handbook The Hop Grower's Handbook: The Essential Guide for Sustainable, Small-Scale Production for Home and Market Salesforce CRM - The Definitive Admin Handbook - Third Edition A Handbook of Laboratory Glass-Blowing Citizens Band Radio Handbook

[Dmca](#)