

Successful Service Operations Management

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service operations management second edition provides a global perspective on service operations with expanded coverage of service operations for not for profit agencies charities ngos and utilities alongside commercial companies with new updated case studies and original research embracing big data analytics and neurolinguistics

in building customer service systems this book will be an invaluable tool for postgraduate and mba students of service operations and undergraduates specialising in hospitality tourism and public sector management

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

includes index

limp blurb johnston service operations management approved version this major new text provides a refreshingly new comprehensive and balanced introduction to service operations management building on the basic principles of operations management the book examines the operations decisions that managers may face in managing their resources and delivering services to their customers although the emphasis is on operations the text also recognizes the impact of other management functions on service delivery indeed the key issue of service delivery is the prime focus of the book requiring only basic knowledge of operations management theory the book is easy to read and accessible to undergraduates as well as practising managers as such service operations management will be an invaluable guide to students and managers confronting operational issues in service management key features provides a valuable operations management perspective on a large and growing yet hitherto neglected area includes international examples from many types of organizations such as public sector voluntary mass transport services professional services retailers internet services tourism and hospitality to reflect the diversity of the service sector combines a practical approach with detailed theoretical underpinning to provide balanced coverage accessible the contents are structured around 5 key tasks thus breaking the subject into manageable chunks pedagogical features each chapter provides definitions of key terms and constructs identifies key operations management issues highlights a number of questions ideas frameworks approaches and techniques showing how managers can improve their performance real world illustrations chapter summaries case exercises further questions and reading instructors manual picture caption front cover spine back cover full isbn 0173 63922 6

textbook on operational management in the service sector presents case studies concerning service delivery systems in the usa and discussing business organization capacity management and management techniques for service operations illustrations and statistical

tables

this international market leading book aimed at both students and practising managers provides a comprehensive and balanced introduction to service operations management building on the basic principles of operations management the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers

how do policy makers and managers square the circle of increasing demand and expectations for the delivery and quality of services against a backdrop of reduced public funding from government and philanthropists leaders executives and managers are increasingly focusing on service operations improvement in terms of research public services are immature within the discipline of operations management and existing knowledge is limited to government departments and large bureaucratic institutions drawing on a range of theory and frameworks this book develops the research agenda and knowledge and understanding in public service operations management addressing the most pressing dilemmas faced by leaders executives and operations managers in the public services environment it offers a new empirical analysis of the impact of contextual factors including the migration of planning systems founded on mrp erp and the adoption of industrial based improvement practices such as tqm lean thinking and six sigma this will be of interest to researchers educators and advanced students in public management service operations management health service management and public policy studies

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 text presents the ideas and concepts necessary to describe and understand the different facets of operations management in service operations environments

service operations management aims to introduce students to the principles and practices of managing service operations topics covered include service strategy service design service quality capacity planning and process improvement the book provides a comprehensive overview of the operational challenges and strategies specific to service industries equipping students with the skills to enhance service delivery and efficiency in various organizational settings

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 tools for everyday operation

this international market leading book aimed at both students and practising managers provides a comprehensive and balanced introduction to service operations management building on the basic principles of operations management the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers

aimed at teachers and students on business and management courses teaching and studying operations as well as those concerned with the management of specific service industries this book brings together concepts found in the wider literature as well as presenting some new concepts

building on the foundations of the first edition this comprehensive textbook remains a vital tool for postgraduate students seeking to understand the principles of service operations management and for undergraduate students specializing in hospitality tourism and public sector management with services accounting for 70 percent of employment and growth in our economy this textbook explains what is needed to ensure the most efficient and effective service operations are delivered covering not for profit agencies charities non governmental organizations ngos and utilities alongside finance healthcare and commercial companies this guide explores the essentials of service operations management with its innovative approach to delivering customers imperatives in services written in a clear and accessible manner this updated second edition takes an increased international perspective on service operations is updated

to reflect the most significant changes in service operations management and to provide enhanced coverage of areas touched on in the first edition includes new and updated international case studies in each chapter reflecting the increased globalization of service operations with internationalizing updates to include content suitable for a global audience covers mobile technology and presents the author's own research embracing big data analytics and neurolinguistics in building customer service systems expands coverage of process reengineering and service flows business process assessments and developing economies

this engaging and accessible textbook explores the challenges and complexities of managing operations in a service industry setting comprehensive in scope this textbook considers key concepts from strategy and operations management from a global services perspective and integrates traditional theory with cutting edge contemporary examples taking a student centred approach it gives the reader a solid understanding of the key issues faced by contemporary service organisations from managing and reviewing risk to managing supplier relationships rich pedagogy integrated online resources and relevant international case studies develop strategic thinking skills and equip students with the essential tools and techniques needed to plan design manage and control operations in diverse service industry contexts this is an ideal textbook for students of service operations management at undergraduate postgraduate and mba level accompanying online resources for this title can be found at bloomsburyonlineresources.com/service-operations-management these resources are designed to support teaching and learning when using this textbook and are available at no extra cost

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Introduction

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