

Health Services Management Readings And Commentary

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in the world of industry and management producing intangible products poses unique challenges this book provides a comprehensive framework on these unique management issues and looks into the special characteristics of services and conditions necessary for success in the management of service organizations this classic book as relevant as ever and updated provides a set of ideas which has proved its power and validity beyond the fads of the moment over an extended period of time a book that

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this title contains current examples from the field of technology it also covers global operations and the need for continuous improvement in the quality and productivity in the service industry

services comprise about 70 of the bnp in most western societies services surround us each and every day and include such sectors as medical it financial travel telecommunication and educational this book is about services and has been written for service managers and practitioners as well as students who aim to move into those areas the book outlines the fundamental issues of service and service management offering support by discussing some twenty different business administration models real world examples from both non profit and for profit sectors are used throughout the book as well as what to do summaries this text provides an excellent introduction to service management for students of marketing economics business administration hospitality management and other courses

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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

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