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Service Operations Management: Improving Service Delivery, 5th Edition Prof Robert Johnston, Warwick Business School, Warwick University Michael Shulver, Warwick Business School, Warwick University

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Service Operations Management: Improving Service Delivery, Paperback - 18 May 2018 by Johnston (Author) 4.2 out of 5 stars 27 ratings. See all formats and editions Hide other formats and editions. Amazon Price New from Used from Kindle Edition "Please retry" £38.33 - - Paperback "Please retry" £49.99 .

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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. Combining a unique practical 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.

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.

Here is an in-depth guide to the most powerful available benchmarking technique for improving service organization performance – Data Envelopment Analysis (DEA). The book outlines DEA as a benchmarking technique, identifies high cost service units, isolates specific changes for elevating performance to the best practice services level providing high quality service at low cost and most important, it guides the improvement process.

Optimization and evaluation are essential to the operations of several sectors such as the healthcare sector and the agriculture industry. Improvement of optimizations and evaluation are imperative for industry success and ensures that better services are provided to global consumers across sectors. Interdisciplinary Perspectives on Operations Management and Service Evaluation is a critical scholarly publication that focuses on operations management across several sectors and assessment strategies for the improvement of these industries. Featuring a range of topics such as fuzzy logic, ecosystem services, and metaheuristics, this book is ideal for managers, service evaluators, marketers, academicians, business professionals, researchers, practitioners, and students.

Learn the full cycle of building a service business from concept formation through implementation. SUCCESSFUL SERVICE OPERATIONS MANAGEMENT shows you how. Through numerous examples, clear writing, and multiple study tools, you'll understand how to develop your business strategy and manage your capacities. Brief and easy-to-use, this Operations Management textbook is the one you'll turn to for years to come.

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