

# SERVICE MANAGEMENT

Operations, Strategy,  
and Information  
Technology

S E C O N D E D I T I O N

James A. Fitzsimmons  
Mona J. Fitzsimmons



# James A Fitzsimmons Service Management Ukarryore

**BORDOLOI**



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*Loose Leaf for Service Management: Operations, Strategy, Information Technology* Mona Fitzsimmons, James Fitzsimmons, Sanjeev Bordoloi, 2022-03-15 Bordoloi s Service Management 10e contains extensive coverage of the impacts of COVID 19 including the service innovation and progress experienced by a global pandemic Written in an engaging literary style based on research and consulting experience of authors it focuses on service for competitive advantage and integrates technology operations and human behavior and the need for continuous

quality improvement to be effective in a global environment This edition continues to acknowledge and emphasize the essential uniqueness of service management The book is written in an engaging literary style makes extensive use of examples and is based on the research and consulting experience of the authors The theme of managing services for competitive advantage is emphasized in each chapter and provides a focus for each management topic The integration of technology operations and human behavior is recognized as central to effective service management Emphasis is placed on the need for continuous improvement in quality and productivity in order to compete effectively in a global environment Each chapter begins with a vignette of a well known company to motivate the reader and illustrate the strategic nature of the topic to be covered Each chapter has a preview a closing summary key terms and definitions a service benchmark topics for discussion an interactive exercise solved problems and exercises when appropriate and one or more cases

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