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Titolo	Serviceology for Services : Selected papers of the 1st International Conference of Serviceology // edited by Masaaki Mochimaru, Kanji Ueda, Takeshi Takenaka
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Descrizione fisica	1 online resource (356 p.)
Disciplina	658.5
Soggetti	Engineering economics Engineering economy Production management Engineering design Computers Engineering Economics, Organization, Logistics, Marketing Operations Management Engineering Design Information Systems and Communication Service
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Data assimilation & human modeling -- Enhancing Service Analysis and Testing with VR/AR/MR -- Healthcare service -- Mechanism design for services -- Psychological aspects & neuromarketing -- Product Service System (PSS) -- Public & urban service -- Regional development & policymaking -- Service economy and productivity -- Service innovation and design -- Service management & marketing -- Service robotics -- Service theory -- Tourism & hospitality.
Sommario/riassunto	Services are key activities in the globalization of the economy and also underlie the quality of life of local residents. The advanced work presented in this book was selected from the proceedings of the First International Conference on Serviceology (ICServ2013), held October 16–18, 2013 in Tokyo. This book provides a useful overall guide to the state of the art in theory and practice of services for researchers in

various fields, including engineering, marketing, economics, and others. This work also facilitates the scientific systematization of services and promotes technological developments for solutions of industrial issues.
