

1. Record Nr.	UNINA9910450024003321
Titolo	QUIS 9 symposium [[electronic resource]] : service excellence in management // guest editors: Professor Anders Gustafsson and Professor Bo Evardsson
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50853-1 9786610508532 1-84544-266-0
Descrizione fisica	1 online resource (91 p.)
Collana	Managing service quality an international journal ; ; v.15, no. 2
Altri autori (Persone)	EvardssonBo GustafssonAnders
Soggetti	Customer services - Management Service industries Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; Service quality: beyond cognitive assessment; Service quality as an important dimension of brand equity in Swiss services industries; A manufacturer becoming service provider - challenges and a paradox; Fading customer relationships in professional services; Does customer satisfaction lead to profitability?; E-services and offline fulfilment: how e-loyalty is created; The importance of attitude and appearance in the service encounter in retail and hospitality; Book review
Sommario/riassunto	This e-book includes selected best papers presented at QUIS 9 (Quality in Services) held at Karlstad university, Sweden in June (15-18) 2004. The symposium was co-hosted by the Center for Service Leadership at Arizona State University, USA, The Warwick Business School at University of Warwick, UK and the Service Research Center at Karlstad University, Sweden.