1. Record Nr. UNINA9910458079303321

Autore	Appannaiah H. R
Titolo	Services management [[electronic resource] /] / H.R. Appannaiah ... [et al.]
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2010
ISBN	1-64287-632-1 1-282-81261-0 9786612812613 1-4416-7847-6
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (283 p.)
Disciplina	338.4068
Soggetti	Service industries - Management Hospitality industry - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover -- Contents -- Chapter 1 : Services Management- An Overview -- Chapter 2 :Services Classification -- Chapter 3 :Marketing Mix Of Services -- Chapter 4 : Customer Relationship Management In Services -- Chapter 5 :Planning And Managing Service Delivery -- Chapter 6 : Tourism Management -- Chapter 7 :Travel Services -- Chapter 8 : Health Care Services -- Chapter 9 :Hotel Industry.
Sommario/riassunto	Chapter 1. SERVICES MANAGEMENT - AN OVERVIEWChapter 2. SERVICES CLASSIFICATIONChapter 3. MARKETING MIX OF SERVICESChapter 4. CUSTOMER RELATIONSHIP MANAGEMENT INSERVICES Chapter 5. PLANNING AND MANAGING SERVICE DELIVERYChapter 6. TOURISM MANAGEMENTChapter 7. TRAVEL SERVICESChapter 8. HEALTH CARE SERVICESChapter 9. HOTEL INDUSTRY.

2. Record Nr. UNINA9910539733903321

Autore	Kenett Ron
Titolo	The real work of data science : turning data into information, better decisions, and stronger organizations / / Ron S. Kenett, Thomas C. Redman
Pubbl/distr/stampa	Hoboken, NJ : , : John Wiley & Sons, Inc., , 2019
ISBN	1-119-57076-X 1-119-57079-4 1-119-57071-9
Descrizione fisica	1 online resource (115 pages)
Classificazione	SCI028000MAT029000BUS061000
Disciplina	005.7406
Soggetti	Database management - Quality control Electronic data processing Data mining
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	A higher calling -- The difference between a good data scientist and a great one -- Learn the business -- Understand the real problem -- Get out there -- Sorry, but you can't trust the data -- Make it easy for people to understand your insights -- "When the data leaves off and your intuition takes over -- Take accountability for results -- What does it mean to be 'data-driven' -- Rooting out bias in decision-making -- Teach, teach, teach -- Evaluating data science outputs more formally -- Educating senior leaders -- Putting data science, and data scientists, in the right spots -- Moving up the analytics maturity ladder -- The industrial revolutions and data science -- Epilogue -- Appendix A. Skills of the data scientist -- Appendix B. Data defined -- Appendix C. Questions to help evaluate the outputs of data science -- Appendix D. Ethical considerations and today's data scientist -- Appendix E. Recent technical advances in data science.
Sommario/riassunto	"The essential guide for data scientists and for leaders who must get more from their data science teams. The Economist boldly claims that data are now 'the world's most valuable resource.' But, as Kenett and Redman so richly describe, unlocking that value requires far more than

technical excellence. Individual data scientists must fully extend themselves. They must make sure they understand the real problems their companies and agencies face, they must build trust with decision-makers, deal with quality issues, help decision makers become more demanding customers of data science, and they must teach their colleagues how to understand and interpret data science--even conduct basic analyses themselves. Further up in the management chain, managers of data science teams must help senior leaders understand where data and data science fit, ensure their teams are placed in the right spots organizationally, and put in place programs that help the entire organization become data-driven. This Kenett and Redman claim, is the 'real work of data science.' And it is this work that will spells the difference between a good data scientist and a great one, between a team that makes marginal contributions and one that drives the business, between a company that gains some value from its data and one in which data truly is 'the most valuable resource'"--