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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.