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Altri autori (Persone)	StrotherJudith B
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Nota di contenuto	Cover; Contents; Foreword; 1 - Introduction; Part 1: Strategizing the Promise; 2 - Looking Back on Service; 3 - Leading the Service Wave; 4 - Formulating Strategic Promises; Part 2: Designing the Process; 5 - Developing the Service Strategy; 6 - Designing the Service Process; 7 - Strategizing for Service Recovery; 8 - Designing Service Metrics; Part 3: Engaging the Providers; 9 - Activating Customer Orientation; 10 - Managing Service Organizations; 11 - Implementing Human Resources Policies for Service Organizations; References; Index; About the Authors
Sommario/riassunto	Providing a solid focus on strategy throughout, this work introduces and operationalizes a new concept - service leadership. The authors provide discussions of methods associated with the identification and tracking of customer needs in a strategic and design process context.