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Titolo	Quality Management for Services [[electronic resource] ] : Handbook for Successful Quality Management. Principles – Concepts – Methods // by Manfred Bruhn
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Descrizione fisica	1 online resource (645 pages)
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Soggetti	Service industries Industries Customer relations—Management Services Customer Relationship Management
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Livello bibliografico	Monografia
Nota di contenuto	Basics of quality management for services -- Analysis of service quality -- Planning and control of quality management for services -- Implementation of quality management for services -- Quality controlling for services.
Sommario/riassunto	This book provides assistance for ensuring and increasing service quality. Manfred Bruhn presents a holistic, scientifically based approach to quality management for services, which is consistently oriented to the management process with the phases of analysis, planning, control, implementation and controlling of quality management. Core parts of the book are procedures for measuring service quality, instruments for controlling quality and expectation management, the implementation of quality management based on ISO 9000 ff. standards as well as the EFQM model, and comprehensive quality controlling to ensure effectiveness and efficiency. In the previous editions to date, the work has evolved into a handbook and can be used as a reference work for the various topics of quality management for services. Individual topics of quality management or the respective chapters can be worked

through independently of each other. The contents Principles of quality management for services Analysis of service quality Planning and control of quality management for services Implementation of quality management for services Quality controlling for services The author Prof. Dr. Dr. h.c. mult. Manfred Bruhn is Professor of Business Administration, in particular Marketing and Corporate Management, at the Faculty of Business and Economics of the University of Basel (Switzerland) and Honorary Professor at the Technical University of Munich (Germany). The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.

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