

1. Record Nr.	UNINA9910797801603321
Titolo	Enhancing customer experience in the service industry : a global perspective // edited by Levent Altinay and Surya Poudel
Pubbl/distr/stampa	Newcastle upon Tyne, England : , : Cambridge Scholars Publishing, , 2015 ©2015
ISBN	1-4438-8619-X
Descrizione fisica	1 online resource (283 p.)
Disciplina	658.812
Soggetti	Customer services - Management Service industries - Customer services Service industries
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 at the end of each chapters.
Sommario/riassunto	This book provides a new and definitive overview of customer experience and how it can be managed and enhanced in one of the most dynamic industries in the world-the service industry. Its highly qualified international team of contributors ensures that it adopts a global perspective, and clearly outlines the key theoretical perspectives of customer experience, covering customer experience both from demand and supplier perspectives. Fully informed by the latest research, it explores different country contexts and how they impact upon the customer experience; investigates the social, cultural and