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Nota di contenuto

""Cover""; ""Contents""; ""Introduction""; ""1 Leading a Breakthrough Service Is Different""; ""What great service leaders know: leading a breakthrough service is different""; ""What great service leaders do: they take steps to ensure repeated memorable service encounters""; ""2 Shaping Service Strategies That Deliver Results""; ""What great service leaders know: customers buy results and values, not services or products""; ""What great service leaders do: they focus on results and value, as well as on the employee and customer value equations that produce them""
""3 Designing Operating Strategies That Support the Service Vision""""
What great service leaders know: the best service operating strategies dona€t require trade-offs"; ""What great service leaders do: they foster both/and thinking in designing winning operating strategies"";
""4 Creating and Capitalizing on Internal Qualitya€?a€œA Great Place to Worka€?""; ""What great service leaders know: great service starts with the frontline employee""; ""What great service leaders do: they hire for attitude, train for skills""; ""5 The Nuts and Bolts of Breakthrough Service Operations""
""What great service leaders know: effective service operating strategies have to create value for employees, customers, and investors""""What great service leaders do: they ensure the achievement of the leverage and edge that produces win-win-win resultsa€?the service trifecta""; ""6 Develop Winning Support Systems""; ""What great service leaders know: the best uses of technology and other support systems create frontline service heroes and heroines""; ""What great service leaders do: they use support systems to elevate important service jobs and eliminate the worst ones""
""7 Services Marketing: Foster Customer Ownership""""What great service leaders know: satisfying customers is not enough""; ""What great service leaders do: they take steps to develop a core of customers who are owners""; ""8 Leading for the Future of Services""; ""What great service leaders know: their current beliefs about the future of services are wrong""; ""What great service leaders do: they build agile service organizations that learn, innovate, and adapt""; ""Epilogue: One Last Story""; ""Appendix: Service Trends and Take-Aways""; ""Notes"";
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Sommario/riassunto

Entire service businesses have been built around the ideas of Heskett, Sasser, and Schlesinger, pioneers in the world of service. Now they test their ideas against the actual experiences of successful and unsuccessful practitioners, as well as against demands of the future, in a book service leaders around the world will use as a guide for years to come. The authors cover every aspect of optimal service leadership: the best hiring, training, and workplace organization practices; the creation of operating strategies around areas such as facility design, capacity planning, queue management, and