

1. Record Nr.	UNINA9910811418503321
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Titolo	Service leadership : the quest for competitive advantage // Svafa Gronfeldt , Judith Strother
Pubbl/distr/stampa	Thousand Oaks, : SAGE Publications, c2006
ISBN	1-4522-7912-8 1-4522-6673-5 1-4129-1374-8 1-322-30675-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiii, 319 p.) : ill
Altri autori (Persone)	StrotherJudith B
Disciplina	658.812
Soggetti	Customer services - Management Customer relations
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 (p. 283-298) and index.
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.