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Descrizione fisica	1 online resource (xviii, 269 pages) : illustrations
Collana	Service systems and innovations in business and society collection
Disciplina	658
Soggetti	Health services administration
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 255-263) and index.
Nota di contenuto	1. Introduction -- 2. Review of relevant work -- 3. Disciplines integrated in the design approach -- 4. Design framework for intelligent enterprise -- 5. Design of service offerings: methodology and cases -- 6. Conclusions -- Notes -- References -- Index.
Sommario/riassunto	This work presents an innovative approach to business design, known as Business Engineering, and its application to service offerings design in general. The book provides the foundations of Business Engineering, reviews the several disciplines integrated within its methodology, and presents plentiful evidence of its power by giving detailed real application cases, including very impressive results in private and public situations.