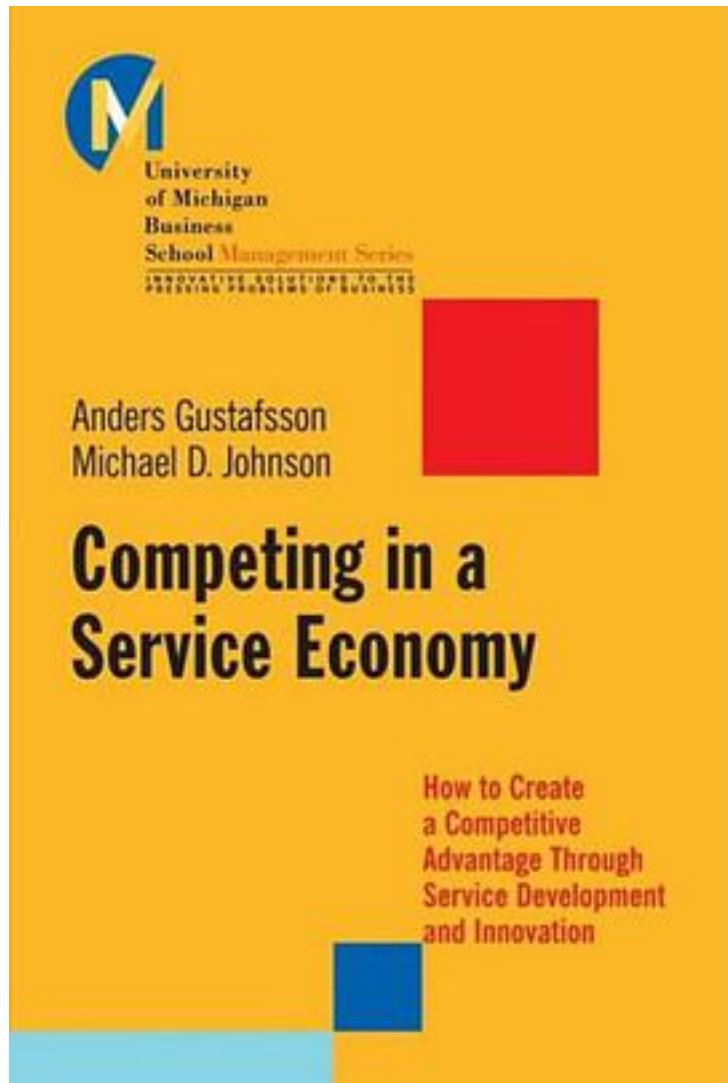


Competing in a Service Economy



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著者:Michael D. Johnson

出版者:Jossey-Bass

出版时间:2003-5-23

装帧:Paperback

isbn:9780470448212

Competing in a Service Economy is a hands-on guide to creating services, with illustrative examples from service-oriented companies including Disney, Ericsson, IKEA, National Association of Convenience Stores, Ritz Carlton, Scandinavian Airline Systems, Sterling Pulp Chemicals, and Telia Mobile. This practical resource for executives, general managers, and managers in marketing, operations, and human resources reveals how to gain a competitive advantage by creating and implementing a strategic plan that will ultimately improve their organization's services. Written by the authors of the best-selling book Improving Customer Satisfaction, Loyalty, and Profit, this important new book will help business professionals to think and plan strategically to dramatically improve services, service development, and service innovation within their organizations.

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