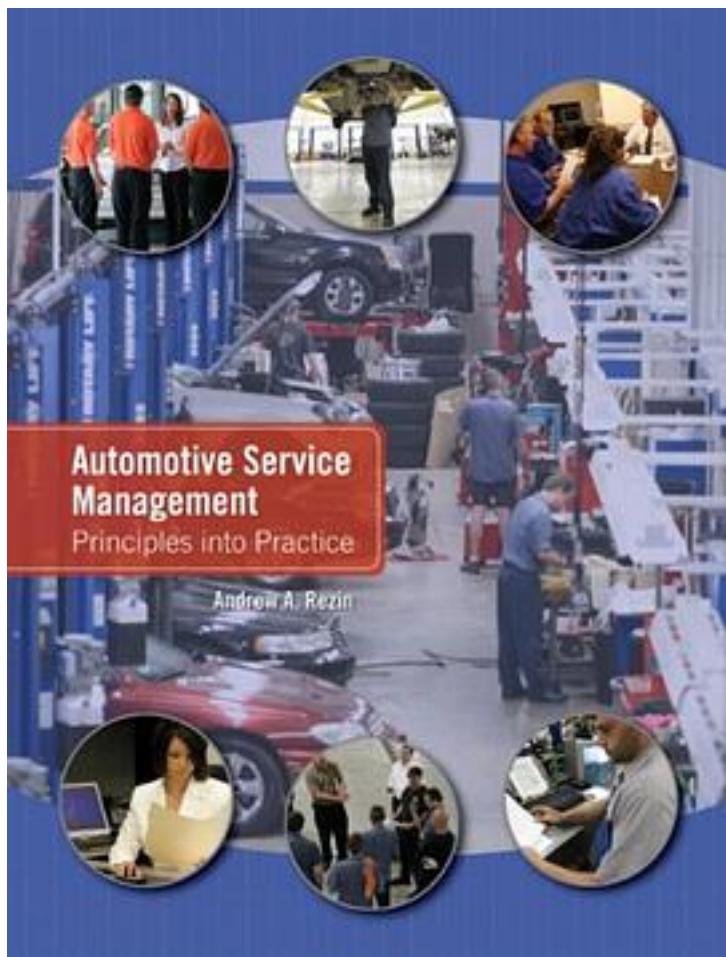


Automotive Service Management



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出版者:

出版时间:2008-1

装帧:

isbn:9780131998636

For courses in Automotive Service Management. Unique in approach, this book provides a broad range of coverage--going from foundational principles for beginners to case studies and practical tips for veterans. It addresses 30 different topics that are

essential skills for today's service managers--including customer relations, legal issues, safety, marketing and merchandising. Written in a conversational tone, each topic combines a base of the underlying management theory with real-world examples and case studies to engage the learner in applying these principles. Chapters include brief quizzes, key terms and chapter objectives designed to help readers learn the skills required to effectively supervise in the automotive service industry.

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