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Services Management The New Paradigm

"Services Management" addresses issues in the hospitality industry from a services management perspective. It offers the reader a series of management concepts - covering operations, marketing, and human resources - all of which are capable of being effectively incorporated into any hospitality operation.

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Service Management: The New Paradigm in Retailing provides a contemporary and transformative lens for accomplishing these essential goals." --Mary Jo Bitner, Professor, Director Center for Services Leadership, W.P. Carey School of Business, Arizona

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Services Management : The New Paradigm in Hospitality by Pearson Australia Staff, Jay A. Kandampully and Pearson Education Staff (2006, Trade Paperback)

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I. THE SERVICE PARADIGM. 1. The Metamorphosis of Services. The Service Economy. Global Tourism and Hospitality. Interdependency of Services. Hospitality as a Service Industry. Service Packages. Tangible and Intangible Aspects of Service

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