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Principles of Products Liability
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Ocular Hypertension: New Insights for the Healthcare Professional: 2011 Edition
Lynch Syndrome: New Insights for the Healthcare Professional: 2011 Edition
Hypotrichosis: New Insights for the Healthcare Professional: 2011 Edition
Persuading People to Buy: Insights on Marketing Psychology That Pay Off for Your Company, Professional Practice, Or Nonprofit Organization
Hemorrhagic Stroke: New Insights for the Healthcare Professional: 2012 Edition
Oculocutaneous Albinism: New Insights for the Healthcare Professional: 2012 Edition
Beyond Big Data
The Routledge Handbook of Service Research Insights and Ideas
Skin Diseases: New Insights for the Healthcare Professional: 2011 Edition
Mobile Technology in Travel Report - Consumer Insight
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How to Become Innovative
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Service Design
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2011 Edition
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The Routledge Handbook of Service Research Insights and Ideas
Takayasu's Arteritis: New Insights for the Healthcare Professional: 2012 Edition
Genetic Diseases: New Insights for the Healthcare Professional: 2011 Edition
Human Adenoviruses: New Insights for the Healthcare Professional: 2011 Edition
Aniridia: New Insights for the Healthcare Professional: 2011 Edition
Demand for Communications Services - Insights and Perspectives
Reinventing the Product
Lichen Planus: New Insights for the Healthcare Professional: 2012 Edition
Swine Influenza: New Insights for the Healthcare Professional: 2012 Edition
Neuritis: New Insights for the Healthcare Professional: 2011 Edition
Practical Insights on Customer Service
Mouth Diseases: New Insights for the Healthcare Professional: 2011 Edition
Coxsackievirus Infections: New Insights for the Healthcare Professional: 2011 Edition
Industry X.0
Borrelia Infections: New Insights for the Healthcare Professional: 2011 Edition
Muscular Diseases: New Insights for the Healthcare Professional: 2011 Edition

Principles of Products Liability

Genetic Diseases: New Insights for the Healthcare Professional: 2011 Edition is a ScholarlyPaper™ that delivers timely, authoritative, and intensively focused information about Genetic Diseases in a compact format. The editors have built

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Genetic Diseases: New Insights for the Healthcare Professional: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Genetic Diseases in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Genetic Diseases: New Insights for the Healthcare Professional: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

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Hemorrhagic Stroke: New Insights for the Healthcare Professional: 2012 Edition

The Routledge Handbook of Service Research Insights and Ideas offers authoritative coverage of current scholarship in the expanding discipline of service research. Original chapters from the world's leading specialists in the discipline explore foundations and innovations in services, highlighting important issues relating to service providers, customers, and service design. The volume goes

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beyond previous publications by drawing together material from different functional areas, including marketing, human resource management, and service process design and operations. These topics are important in helping readers become knowledgeable about how different functional areas interact to create a successful customer experience. This book is ideal as a first port of call for postgraduate students desiring to get up to speed quickly in the services discipline. It is also a must-read for academics new to services who want to access cutting-edge research.

Oculocutaneous Albinism: New Insights for the Healthcare Professional: 2012 Edition

Digital technology is simultaneously friend and foe: highly disruptive, yet it cannot be ignored. Companies that fail to make use of it put themselves in the line of fire for disintermediation or even eradication. But digital technology is also the biggest opportunity to reposition incumbent product-making businesses by thinking about how they conceive, make, distribute and support the next generation of goods in the marketplace. Reinventing the Product looks at the ways traditional products are transforming into smart connected products and ecosystem platforms at a rate much faster than most organizations think. Eric Schaeffer and David Sovie show how this reinvention is made possible: by AI and digital technologies, such as IoT

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sensors, blockchain, advanced analytics, cloud and edge computing. They show how to deliver truly intelligent, and potentially even autonomous, products with the more personalized and compelling experiences that today's users, consumers and enterprises expect. Reinventing the Product makes a stringent case for companies to rethink their product strategy, their innovation and engineering processes, and the entire culture to build the future generations of successful 'living products'. Featuring case studies from global organizations such as Faurecia, Signify, Symmons and Haier and interviews with thought leaders and business executives from top companies including Amazon, ABB, Tesla, Samsung and Google, this book provides practical advice for product-making companies as they embark on, or accelerate, their digitization journey.

Beyond Big Data

Practical Insights On Customer Service offers an African perspective on the thorny question of customer care. It challenges readers to reflect on the current challenges in Africa and how effective customer care can help to unlock some of the opportunities available in the continent. It highlights the common problems organizations face in the continent and recommends ways of enhancing the principles of customer service. Written in a reader-friendly language, the book also conscientises the readers and organizations to simple, but often overlooked winning formulae in life-customer service.

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The Routledge Handbook of Service Research Insights and Ideas

Ranked 100th among 190 countries for ease of doing business, India is not the choicest place for start-ups. Only a handful of founders have been able to beat the odds. What's in their journey that can be dissected and emulated? This curiosity led Nistha Tripathi to pursue these founders, including a couple of them from Silicon Valley, who rose from humble beginnings yet made a dent in the Indian start-up universe, including a couple of founders from the Silicon Valley. This book is a record of her 18-month odyssey. In her incisive one-on-one interviews with 15 ambitious founders from India, including Girish Mathrubootham, Nithin Kamath, Jaydeep Barman, Gaurav Munjal and Tarun Mehta among others, Nistha uncovers the decisions and insights that led these start-up founders to find their unique roadmap to success. One thing underlined all the stories—the founders' belief in 'No Shortcuts'. Read the never-heard stories of Freshworks, Faasos, Unacademy, Zerodha, Slideshare, Pulse, Aspiring Minds, Madhouse/Morpheus, Akosha, Ather Energy, Instablogs, Greyb, LikeaLittle, Wingify and Fashiate.

Skin Diseases: New Insights for the Healthcare Professional: 2011 Edition

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Mobile Technology in Travel Report - Consumer Insight

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Suicidal Behavior: New Insights for the Healthcare Professional: 2011 Edition

Borrelia Infections: New Insights for the Healthcare Professional: 2011 Edition is a ScholarlyPaper™ that delivers timely, authoritative, and intensively focused information about Borrelia Infections in a compact format. The editors have built Borrelia Infections: New Insights for the Healthcare Professional: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Borrelia Infections in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Borrelia Infections: New Insights for the Healthcare

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How to Become Innovative

This volume grew out of a conference organized by James Alleman and Paul Rappoport, conducted on October 10, 2011 in Jackson Hole, Wyoming, in honor of the work of Lester D. Taylor, whose pioneering work in demand and market analysis has had profound implications on research across a wide spectrum of industries. In his Prologue, Eli M. Noam notes that demand analysis in the information sector must recognize the “public good” characteristics of media products and networks, while taking into account the effects of interdependent user behavior; the strong cross-elasticities in a market; as well as the phenomenon of supply creating its own demand. The second Prologue, by Timothy Tardiff and Daniel Levy, focuses more specifically on Taylor's body of work, in particular its practical applications and usefulness in analyses of, and practices within, the Information and Communications Technology (ICT) sector (known in Europe and elsewhere as the Telecommunications, Media, and Technology (TMT) sector). The

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remainder of the book is organized into four parts: Advances in Theory; Empirical Applications; Evidence-Based Policy Applications; and a final Conclusion. The book closes with an Appendix by Sharon Levin and Stanford Levin detailing Taylor's contributions using bibliometrics. Not only featuring chapters from distinguished scholars in economics, applied sciences, and technology, this volume includes two contributions directly from Lester Taylor, providing unique insight into economics from a lifetime in the field. "What a worthy book! Every applied researcher in communications encounters Lester Taylor's work. Many empirical exercises in communications can trace their roots to Taylor's pioneering research and his thoughtful leadership. This book assembles an impressive set of contributors and contributions to honor Taylor. No surprise, the collection extends far and wide into many of the core topics of communications and media markets. The emphasis is where it should be—on important and novel research questions informed by useful data. —Shane Greenstein, Professor of Management and Strategy, Kellogg School of Management, Northwestern University "For more than 40 years, Lester Taylor has been a leader in the application of consumer modeling, econometric techniques and microeconomic data to understand residential and business user behavior in telecommunications markets. During that time, he inspired a cadre of students and colleagues who applied this potent combination to address critical corporate and regulatory issues arising in the telecommunications sector. This volume collects the recent product of many of these same researchers and several other devotees who go beyond empirical analysis of fixed line service by extending

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Prof. Taylor's approach to the next wave of services and technologies. These contributions, including two new papers by Prof. Taylor, offer an opportunity for the next generation to learn from his work as it grapples with the pressing issues of consumer demand in the rapidly evolving digital economy." — Glenn Woroch, Adjunct Professor of Economics, University of California, Berkeley

ECM BUYER BEWARE: Real Insights & Answers for Decision Makers

The most renowned figure in the world of marketing offers the new rules to the game for marketing professionals and business leaders alike In Marketing Insights from A to Z, Philip Kotler, one of the undisputed fathers of modern marketing, redefines marketing's fundamental concepts from A to Z, highlighting how business has changed and how marketing must change with it. He predicts that over the next decade marketing techniques will require a complete overhaul. Furthermore, the future of marketing is in company-wide marketing initiatives, not in a reliance on a single marketing department. This concise, stimulating book relays fundamental ideas fast for busy executives and marketing professionals. Marketing Insights from A to Z presents the enlightened and well-informed musings of a true master of the art of marketing based on his distinguished forty-year career in the business. Other topics include branding, experiential advertising,

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customer relationship management, leadership, marketing ethics, positioning, recession marketing, technology, overall strategy, and much more. Philip Kotler (Chicago, IL) is the father of modern marketing and the S. C. Johnson and Son Distinguished Professor of International Marketing at Northwestern University's Kellogg Graduate School of Management, one of the definitive marketing programs in the world. Kotler is the author of twenty books and a consultant to nonprofit organizations and leading corporations such as IBM, General Electric, Bank of America, and AT&T.

Buyer Personas

Service Design is an eminently practical guide to designing services that work for people. It offers powerful insights, methods, and case studies to help you design, implement, and measure multichannel service experiences with greater impact for customers, businesses, and society.

No Shortcuts

Hemorrhagic Stroke: New Insights for the Healthcare Professional / 2012 Edition is a ScholarlyPaper™ that delivers timely, authoritative, and intensively focused information about Hemorrhagic Stroke in a compact format. The editors have built

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Service Design

Drive Powerful Business Value by Extending MDM to Social, Mobile, Local, and Transactional Data Enterprises have long relied on Master Data Management (MDM) to improve customer-related processes. But MDM was designed primarily for structured data. Today, crucial information is increasingly captured in unstructured, transactional, and social formats: from tweets and Facebook posts to call center transcripts. Even with tools like Hadoop, extracting usable insight is difficult—often, because it's so difficult to integrate new and legacy data sources. In *Beyond Big Data*, five of IBM's leading data management experts introduce

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powerful new ways to integrate social, mobile, location, and traditional data. Drawing on pioneering experience with IBM's enterprise customers, they show how Social MDM can help you deepen relationships, improve prospect targeting, and fully engage customers through mobile channels. Business leaders and practitioners will discover powerful new ways to combine social and master data to improve performance and uncover new opportunities. Architects and other technical leaders will find a complete reference architecture, in-depth coverage of relevant technologies and use cases, and domain-specific best practices for their own projects. Coverage Includes How Social MDM extends fundamental MDM concepts and techniques Architecting Social MDM: components, functions, layers, and interactions Identifying high value relationships: person to product and person to organization Mapping Social MDM architecture to specific products and technologies Using Social MDM to create more compelling customer experiences Accelerating your transition to highly-targeted, contextual marketing Incorporating mobile data to improve employee productivity Avoiding privacy and ethical pitfalls throughout your ecosystem Previewing Semantic MDM and other emerging trends

Marketing Insights from A to Z

A state-of-the-art study of products liability, showing how ancient laws have evolved into liability rules capable of solving the safety questions raised by new or emerging technologies, ranging from autonomous vehicles to the Amazon online

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marketplace. The rule of strict products liability from the last century has been transformed into a more comprehensive liability regime--"strict products liability 2.0"--that incorporates the risk-utility test into the consumer-expectations framework of strict products liability. Across the important issues, this form of liability sharpens the inquiry about what's at stake, supplying strong rationales for a host of otherwise contentious doctrines--from federal preemption to the relevance of scientific evidence in toxic-tort cases. The analysis throughout relies on extended discussion of the black-letter rules and associated controversies in the case law, providing a solid foundation for understanding this vitally important area of the law.

Hyperbilirubinemia: New Insights for the Healthcare Professional: 2011 Edition

Aniridia: New Insights for the Healthcare Professional: 2011 Edition is a ScholarlyPaper™ that delivers timely, authoritative, and intensively focused information about Aniridia in a compact format. The editors have built Aniridia: New Insights for the Healthcare Professional: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Aniridia in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Aniridia:

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Fibromas: New Insights for the Healthcare Professional: 2011 Edition

Industry X.0 takes an insightful look at the business impact of the Internet of Things movement on the industrial sphere. Eric Schaeffer combines deep analysis with practical strategic guidance, and offers tangible and actionable recommendations on how to realise value in the current digital age. Based on extensive research and insights into the six core competencies that have been identified by Accenture, Industry X.0 explores critical aspects of the Industrial Internet of Things (IIoT), discussing and defining them in an engaging and accessible manner. These include managing smart data, handling digital product development, skilling up the workforce, mastering innovation, making the most of platforms and ecosystems, and much more. Meticulously researched and clearly explained, Industry X.0 makes a stringent case for companies to actively shift mind-sets away from products, towards services, value and outcomes. Complemented by a wealth of case studies and real world examples, this book provides invaluable, practical 'how-to' advice for business organizations as they embark on their

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journeys into the era of the IIoT.

The Routledge Handbook of Service Research Insights and Ideas

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Professional: 2012 Edition

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Genetic Diseases: New Insights for the Healthcare Professional: 2011 Edition

Making Innovation Work presents a formal innovation process proven to work at

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HP, Microsoft, and Toyota to help ordinary managers drive top and bottom line growth from innovation. The authors have drawn on their unsurpassed innovation consulting experience -- as well as the most thorough review of innovation research ever performed. They'll show what works, what doesn't, and how to use management tools to dramatically increase the payoff from innovation investments. Learn how to define the right strategy for effective innovation, how to structure an organization to innovate best, how to implement management systems to assess ongoing innovation, how to incentivize teams to deliver, and much more. This book offers the first authoritative guide to using metrics at every step of the innovation process -- from idea creation and selection through prototyping and commercialization. This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout. For years, *Creating Breakthrough Products* has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building products and services that redefine markets -- or create entirely new markets. Now, the authors have thoroughly updated their classic book, adding brand-new chapters on service design and global innovation, plus new insights, best practices, and case studies from both U.S. and global companies. Their new second edition presents: Revolutionary (Apple-style) and evolutionary (Disney-style) approaches to innovation: choosing between them, and making either one work More coverage of Value Opportunity Analysis and ethnography New case studies ranging from

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Navistar's latest long-haul truck to P+G's reinvention of Herbal Essences, plus updates to existing cases New coverage of the emerging environment of product-service ecosystems Additional visual maps and illustrations that make the book more intuitive and accessible Readers will find new insights into identifying Product Opportunity Gaps that can lead to enormous success, navigating the "Fuzzy Front End" of product development, and leveraging contributions from diverse product teams -- while staying relentlessly focused on their customers' values and lifestyles, from strategy through execution.

Human Adenoviruses: New Insights for the Healthcare Professional: 2011 Edition

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Demand for Communications Services - Insights and Perspectives

Attract Interest, Then Nail the Sale With attention spans mercilessly short, you can't afford to approach customers with anything but the very strongest, most on-target pitch. Learn how to capture the interest of perfect prospects for your product, service or cause, then convince them to complete an order. This pithy, provocative book from a master of creative marketing offers both timeless principles of persuasion and insights from recent research and marketing trends. Real-life examples illustrate Marcia Yudkin's advice on strategies that work and those that may backfire. Marcia Yudkin is the author of *6 Steps to Free Publicity*, now in its third edition, and 10 other books. "In almost 20 years as a business and marketing columnist, I've yet to encounter anyone with more know-how of what it really takes to transform strangers into prospects, customers and brand loyalists. Marcia Yudkin's M.O. is moxie delivered in bite-sized bits and in terms everyone can understand - and put to immediate use. One handy book with Marcia's years of wisdom is well worth the investment." - Jeff Zbar, Founder, ChiefHomeOfficer.com, U.S. Small Business Administration 2001 Small Business Journalist of the Year

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"Marketing insights come fast and furious in Persuading People to Buy. If you want to peek inside the minds of buyers, motivate them to buy what you offer, and think of new ways to tempt them, this is the book for you." - Mike Schultz, President of RAIN Group, Co-Author of Professional Services Marketing

Reinventing the Product

Named one of Fortune Magazine's "5 Best Business Books" in 2015 See your offering through the buyer's eyes for more effective marketing Buyer Personas is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, content creation, and distribution through the channels that earn the buyers' trust. Rather than relying on generic data or guesswork to determine what the buyer wants, the buyer persona approach allows companies to ask the buyer directly and obtain more precise and actionable guidance. Buyer personas are composite pictures of the people who buy solutions, services or products, crafted through a unique type of interview with the people the marketer wants to influence. This book provides step-by-step guidance toward

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implementing the buyer persona approach, with the advice of an internationally-respected expert. Learn who buys what, and why Understand your buyer's goals and how you can address them Tailor your marketing activities to your buyer's expectations See the purchase through the customer's eyes A recent services industry survey reports that 52 percent of their marketers have buyer personas, and another 28 percent expect to add them within the next two years - but only 14.6 percent know how to use them. To avoid letting such a valuable tool go to waste, access the expert perspective in Buyer Personas, and craft a more relevant marketing strategy.

Lichen Planus: New Insights for the Healthcare Professional: 2012 Edition

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Swine Influenza: New Insights for the Healthcare Professional: 2012 Edition

Neuritis: New Insights for the Healthcare Professional: 2011 Edition

During the last thirty years, a wide range of product companies throughout the Western economies have considered moving into or setting up service businesses. Some have rejected the idea after careful consideration, some have wandered into competitive services without any real idea of what is involved and others have deliberately executed a carefully considered strategic manoeuvre. Included in this debate are some of the most famous business names in the western world: Unisys, Ericsson, Michelin, Nokia and HP. For IBM it was Lou Gerstener's 'big bet'; at GE it

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was one of former CEO Jack Welch's 'four major strategies' and, at General Motors, the financial services arm was its most profitable business for many years. Yet very little has been published on this profound transition. As a result, myths and idiocies abound. Some routinely claim that the 'evolution from products through services to solutions' is inevitable. Others think that manufacturing is being outsourced to China and India while American or European teenagers face a career in hamburger stalls. The truth is much more fascinating. To succeed in a service business, most functions of a product company need to change. Operations, management, recruitment, finance, sales, new product development and marketing must all be adjusted. So the move into service therefore involves huge risk caused by disruptive and radical change. What has pushed realistic business people in such widely different industrial sectors to take so large a risk? Does their experience contain lessons or warnings for others? Is the trend likely to continue and affect other parts of the world as their economies develop? Will India, China or other developing economies need to learn how to export service once their manufacturing industries mature? Written by a successful businessman who has been at the heart of these changes in several companies and, with case studies from companies like IBM, Unilever, BT, Michelin, Ericsson and Nokia, this book explores the experience of those who have made the transition; and some who have resisted it. It covers in depth subjects such as: strategic focus, change management, service operations, branding a service business, service sales and service marketing. It is the first major work on this subject. "This book is a 'must

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read' for those considering the plunge into service growth and innovation. Even those companies that have already taken the plunge will gain fresh perspective" —Jim Spohrer, Director, IBM Almaden Research Centre, USA "Laurie Young details in very practical ways the reasons and methodologies for change ... I would recommend this book to every one of my customers." —Douglas Morse, Managing Principal for the Services Transformation and Innovation Group LLC "I am thrilled with the publication of this much needed book. In my work with businesses around the globe, I find that grappling with the challenge of transforming a company from products to services is a compelling priority for increasing numbers of firms." —Stephen W. Brown, PhD, Carson Chair, Professor and Executive Director, Center for Services Leadership, W. P. Carey School of Business, Arizona State University

Practical Insights on Customer Service

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Coxsackievirus Infections: New Insights for the Healthcare Professional: 2011 Edition

Industry X.0

The Routledge Handbook of Service Research Insights and Ideas offers authoritative coverage of current scholarship in the expanding discipline of service research. Original chapters from the world's leading specialists in the discipline explore foundations and innovations in services, highlighting important issues relating to service providers, customers, and service design. The volume goes beyond previous publications by drawing together material from different functional areas, including marketing, human resource management, and service process design and operations. These topics are important in helping readers become knowledgeable about how different functional areas interact to create a successful customer experience. This book is ideal as a first port of call for

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postgraduate students desiring to get up to speed quickly in the services discipline. It is also a must-read for academics new to services who want to access cutting-edge research.

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