

The book was found

The Handbook Of Service Innovation



Synopsis

Bringing together some of the world's leading thinkers, academics and professionals to provide practitioners, students and academicians with comprehensive insights into implementing effective service innovation. This book presents service innovation holistically and systemically across various service areas, including health, education, tourism, hospitality, telecommunications, and retail. It addresses contemporary issues through conceptual and applied contributions across industry, academia, and government, providing insights for improved practice and policy making. Featuring cutting-edge research contributions, practical examples, implementations and a select number of case studies across several growth service industries, this book also includes examples of failed service innovation attempts in order to demonstrate a balanced view of the topic and to make clear the pitfalls to be avoided. Culminating in a suggested step-by-step guide to enable service organization's managers to understand and implement the concepts of service innovation and manage its evolutionary processes effectively, this book will prove a valuable resource to a wide reaching audience including researchers, practitioners, managers, and students who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. Includes endorsements from professionals in the field of service innovation.

Book Information

Hardcover: 842 pages

Publisher: Springer; 2015 edition (April 9, 2015)

Language: English

ISBN-10: 1447165896

ISBN-13: 978-1447165897

Product Dimensions: 6.1 x 1.8 x 9.2 inches

Shipping Weight: 3.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,497,559 in Books (See Top 100 in Books) #146 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Economics #608 in Books > Business & Money > Management & Leadership > Industrial #1483 in Books > Business & Money > Management & Leadership > Production & Operations

[Download to continue reading...](#)

The Theory and Practice of Innovation Policy: An International Research Handbook (PRIME Series

on Research and Innovation Policy in Europe) Next Generation SOA: A Concise Introduction to Service Technology & Service-Oriented Architecture (The Prentice Hall Service Technology Series from Thomas Erl) Design Thinking Research: Building Innovation Eco-Systems (Understanding Innovation) Simulating Innovation: Computer-Based Tools for Rethinking Innovation Innovation and Its Discontents: How Our Broken Patent System is Endangering Innovation and Progress, and What to Do About It The Handbook of Service Innovation SOA with Java: Realizing Service-Oriented Architecture with Java Technologies (The Prentice Hall Service Technology Series from Thomas Erl) Training Your Own Service Dog Book 2: Training Psychiatric Service Dogs - PTSD, Anxiety Disorders, and Depression The Complete Works of Stephen Crane (12 Complete Works of Stephen Crane Including The Red Badge of Courage, Maggie - A Girl of the Streets, Active Service, The O'Ruddy, Active Service, And More) Global Innovation Science Handbook The Science of Science Policy: A Handbook (Innovation and Technology in the World E) Handbook of Innovation Systems and Developing Countries: Building Domestic Capabilities in a Global Setting (Elgar Original Reference) The Entered Apprentice Handbook, The Fellow Crafts Handbook, The Higher Degrees Handbook, and The Master Mason's Handbook Contagious Generosity: Creating a Culture of Giving in Your Church (Leadership Network Innovation Series) The Multi-Site Church Revolution: Being One Church in Many Locations (Leadership Network Innovation Series) The Agile Church: Spirit-Led Innovation in an Uncertain Age The Shaping of Things to Come: Innovation and Mission for the 21st-Century Church Internet Architecture and Innovation (MIT Press) Beyond Resource Wars: Scarcity, Environmental Degradation, and International Cooperation (Global Environmental Accord: Strategies for Sustainability and Institutional Innovation) Shingle Styles. Innovation and tradition in American architecture, 1874 to 1982

[Dmca](#)