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Service Operations Management Johnston Clark

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Robert Johnston is Professor of Operations Management at Warwick Business School. Graham Clark is Senior Lecturer in Operations Management at Cranfield School of Management and Director of the Executive MBA Programme.

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IJOPM 19,2 104 Service operations management: return to roots Robert Johnston Warwick Business School, University of Warwick, Coventry, UK
Keywords Management theory, Operations management, Service operations Abstract Over the last 20 years we have witnessed the emergence of a large-scale, world-wide academic movement concerned with the management of services.

Service operations management: return to roots

Service Operations Management is an invaluable guide to students and managers confronting operational issues in service management, whether from a general management perspective or focused in specific sectors, such as tourism and leisure or business services. This book is ideal for undergraduates, postgraduates or executives wishing to gain a deeper understanding of managing service operations and improving service delivery.

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Johnston & Clark (2005, p. 40) suggest the following structure and content: The organising idea. The essence of the service bought, or used, by the customer. The service experience. The customer's direct experience of the service process, which concerns the way the service provider deals with the customer. The service outcome.

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