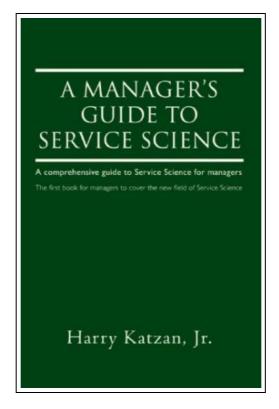
### A Manager s Guide to Service Science: A Comprehensive Guide to Service Science for Managers



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# A MANAGER S GUIDE TO SERVICE SCIENCE: A COMPREHENSIVE GUIDE TO SERVICE SCIENCE FOR MANAGERS



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iUniverse, United States, 2008. Paperback. Book Condition: New. 214 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. A service is a client/provider interaction that creates and captures value for both participants. We use service in several aspects of our lives including business, government, education, health care, and religion. But what, exactly, are the best practices, principles, and theories of service? The actual study of service science is a relatively new field, but one that can open the door to a better understanding of this essential part of our lives. In this invaluable guide, Harry Katzan, Jr., director of the Service Science Institute of Hilton Head, offers a concise, readable examination of how managers can use information about services to construct a better customer environment. Harry Katzan, Jr. believes that the characteristics of a service process determine its efficacy in solving real-world problems. He disseminates these characteristics and provides a clearer view to help managers pinpoint the exact issues they need to tackle. Informative chapters include: Service Concepts Service Systems Information Services Service Management Service Business With a comprehensive bibliography, detailed footnotes, and a highly engaging writing style, A Manager s Guide to Service Science is perfect for the professional and the layman alike. Discover how you can put information about services to work for you!



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