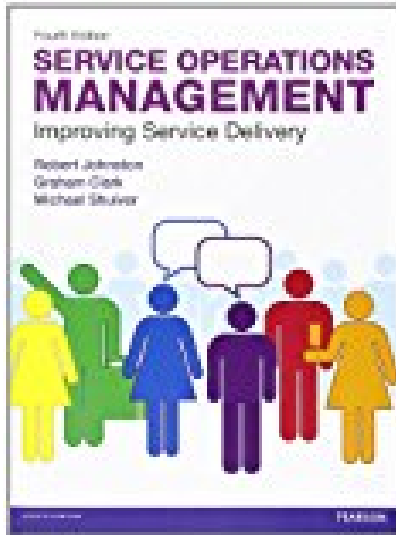


Service Operations Management Improving Service Delivery 4th Edition



BOOK DETAILS

- Author : Robert Johnston
- Pages : 488 Pages
- Publisher : Pearson
- Language : English
- ISBN : 0273740482



BOOK SYNOPSIS

This international market-leading book, aimed at both students and practising managers, provides a comprehensive and balanced introduction to service operations management. Building on the basic principles of operations management, the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers.

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