

Strategic Service Management 1st Edition

Services comprise about 70% of the BNP in most Western societies. Services surround us each and every day and include such sectors as medical, IT, financial, travel, telecommunication and educational. This book is about services and has been written for service managers and practitioners as well as students who aim to move into those areas. The book outlines the fundamental issues of service and service management - offering support by discussing some twenty different business administration models. Real-world examples from both non-profit and for-profit sectors are used throughout the book as well as "what to do" summaries. This text provides an excellent introduction to service management for students of marketing, economics, business administration, hospitality management and other courses. Regularly considered to be the cap-stone course on any business or management degree, strategy has developed into a wide-ranging and sometimes overwhelming field of study. However, in recent years the theory of strategy has come under increasing scrutiny for its perceived failures and detachment from real world practice. With an engaging and conversational tone, this new concise textbook offers an accessible and timely review of the theory and practice of strategic management, explored from a more critical perspective. In a refreshing change from much of the literature, Richard Godfrey takes a wider view of strategy, incorporating insights from the worlds of sociology, psychology and history to highlight the complexity and plurality at the heart of the discipline. The book also incorporates a number of extensive case studies on contemporary business strategy from the likes of Apple, Nike, Zara and IKEA. Written for both an undergraduate and postgraduate audience, the book challenges a number of underlying assumption and beliefs about strategy and seeks to add clarity and context to the field.

This unique text examines strategic management and its implementation in the context of what we know about how individuals and organizations actually make decisions. Through this behavioral approach, students gain a richer, more realistic understanding of how to create coherent strategies that take advantage their strengths and build their capabilities. Integrating analytical tools found in a typical strategy textbook with cognitive and psychological insights into decision making, the book focuses on core issues that will help students understand the complexities inherent in making profitable decisions. Readers will learn about the purpose of organizations; consider how political, technological, and industry environments play into firm capabilities; how these capabilities are used in competition; and how to adapt strategies over time. The authors also cover important topics like managerial cognition, learning, and corporate strategy, which receive scant attention in other texts. Chapter summaries, experiential exercises, and "Food for Thought" boxes featuring plenty of discussion questions provide practical insight into how to utilize a successful strategy and maintain a consistent, long-term direction within a firm. Succinct and well-written, Behavioral Strategic Management offers graduate students of strategy a deeper and broader understanding of the topic.

Includes bibliographical references and index.

Customer Service Management in Africa A Strategic and Operational Perspective CRC Press

Customer Service Management in Africa: A Strategic and Operational Perspective (978-0-367-14337-4, K410515)

"Customer Service is Changing!" The message of 34 authors featured in Customer Service Management in Africa: A Strategic and Operational Perspective is clear: Today's consumers are no longer 'passive audiences' but 'active players' that engage with businesses at each stage of product or service design and delivery systems. Consumer demands and expectations are also increasingly being dictated by changing personal preferences, enhanced access to information and expanding digital reality. The customer service principles – strategic and operational – advocated by these authors are universal, but particularly compelling as they apply to Africa's unique and dynamic operating environment. In recognition of the importance of excellent customer service, this comprehensive and well-timed book provides an essential guide on the increasing role of the customer to business success. This book discusses the management and delivery of customer service under seven broad themes: Customer Service as Shared Value, Customer Service Strategy, Customer Service Systems, Customer Service Style, Customer Service Culture, Customer Service Skills and Customer Experience – Advancing Customer Service in Africa. Central questions posed and addressed include: What is the new definition of customer service management? How should organisations position themselves to create value for customers and stakeholders? How should employees project themselves to align with customer service promises made by their organisations? Overall, this book provides strategic and operational insights into effective customer service management in Africa. The customer service management concepts, roles and practices outlined, particularly as they apply to the African context, make it an important addition to scholars' or practitioners' reference works.

Examines the special characteristics that make services and the management of service organizations successful. Provides a comprehensive framework for service oriented businesses that stresses a streamlined service management system, the key components of which are market segment, service concept, service delivery system, image, and culture. Growth strategies and the nature of innovation are analyzed and amply illustrated. The role and principles of good leadership in service organizations form a crucial area of discourse. Topics such as the use of image and culture as management instruments, effective and persuasive communications, and "high social technology" are also explored. Strategic Management of the Health Care Supply Chain provides students, faculty, managers, and researchers with a clear understanding of the health care supply chain and its role in health care strategy. It builds on fundamental concepts including sourcing of materials, forecasting demand, selecting and employing distribution models, and assessing risks, showing how they aid in the pursuit of supply management excellence in the health sector. Strategic Management of the Health Care Supply Chain is filled with in-depth interviews with leaders in exemplary organizations and presents best practices in progressive supply chain management from many exemplary institutions. Praise for Strategic Management of

the Health Care Supply Chain "Based on Schneller and Smeltzer's recent empirical research, and drawing on contemporary cases, this book presents compelling arguments for the value-added through effective supply chain performance and for repositioning the supply chain function to a strategic position within organizational structures."

—Howard Zuckerman, senior advisor, Center for Health Management Research "This book reveals insights into possibilities for rapid, meaningful, and measurable improvements to the health care supply chain. It provides a futuristic view of the possibilities of the health care supply chain and provides workable solutions for improvement and market-based approaches for health care executives. This is a must read." —Mark McKenna, president, Novation

This title is the sister book to the global best-seller Metrics for IT Service Management. Taking the basics steps described there, this new title describes the context within the ITIL 2011 Lifecycle approach. More than that it looks at the overall goal of metrics which is to achieve Value. The overall delivery of Business Value is driven by Corporate Strategy and Governance, from which Requirements are developed and Risks identified. These Requirements drive the design of Services, Processes and Metrics. Metrics are designed and metrics enable design as well as governing the delivery of value through the whole lifecycle. The book shows the reader how do achieve this Value objective by extending the ITIL Service Lifecycle approach to meet business requirements.

Customer satisfaction is a critical factor to the potential success or failure of a business. By implementing the latest marketing strategies, organizations can better withstand the competitive market. Strategic Marketing Management and Tactics in the Service Industry is an essential reference publication that features the latest scholarly research on service strategies for competitive advantage across industries. Covering a broad range of topics and perspectives such as customer satisfaction, healthcare service, and microfinance, this book is ideally designed for students, academics, practitioners, and professionals seeking current research on best practices to build rapport with customers. Strategic Recreation Management is a comprehensive and up-to-date introduction to the fundamental principles, managerial techniques and practices in the public administration of recreational services. It covers every key facet of public management as it concerns recreational service, including organizational, operational, planning, developmental, and managerial procedures, as well as examining all the contextual factors that influence the delivery of recreation, such as political pressures, economics, social considerations, physical resources, and citizens' perception of the field and its performance. Each chapter offers illustrative case studies from the real world of recreation management, with chapters sequenced to represent the typical day-to-day challenges and issues in recreation service. Authors Jay Shivers and Joseph Halper have many years' experience of working in the recreational sector, as educators and practitioners, and the result is a textbook that provides the perfect foundation for any degree-level course in recreation management, as well as being an indispensable reference for all professionals working in recreation service.

Social Care Management, Strategy and Business Planning is a comprehensive guide to strategic social care management, covering all the knowledge and skills that managers in the 21st century must have, and showing how to make theory a practical reality. The book aims to make business planning a more accessible and user-friendly process, offering practical advice on how to tackle the everyday tasks which good social care management should involve. Topics covered include strategic planning, business development, commissioning and contracting, project management, decision-making, risk, and evaluation techniques. The book also acknowledges the challenges of working collaboratively within a complex legislative and policy framework and juggling different aspects of the management tasks whilst retaining professional identities and ethics. Also included are practical examples and lively tips and comments from practising managers on their experiences in different areas of business planning. This book will be essential reading for anyone involved in managing or leading practice either in the front line or at a more strategic level. It will be useful to post-qualifying social work students and is particularly valuable to anyone following a management training programme.

Written from a European perspective, this book demonstrates how services firms can create value by marketing. Divided into five parts, it includes case studies and "Services Marketing in Action" boxes. Aimed at final year marketing students, it is also useful for practitioners who work in the area of services management and marketing.

Social media has redefined the way marketers communicate with their customers, giving consumers an advantage that they did not have previously. However, recent issues in online communication platforms have increased the challenges faced by marketers in developing and retaining their customers. Practitioners need to develop effective marketing communication programs that incorporate the meaningful forms of sociality into a customer-driven marketing program. Leveraging Computer-Mediated Marketing Environments discusses the nature of heightened interaction between marketers and consumers in the evolving technological environments, particularly on the central nature of online communities and other emerging technologies on dialogic engagement. Additionally, it aims to examine the relevant roles of online communities and emerging technologies in creating and retaining customers through effective dialogue management. Highlighting brand strategy, e-services, and web analytics, it is designed for marketers, brand managers, business managers, academicians, and students. Who are our customers? What services do we offer our customers and are they willing to pay for these? Would our customers choose another provider? Do we measure our performance in terms of our customers' business performance? Does our governance model allow us to identify and make wise investments? Do we need to align ourselves and integrate with our customers? Where do we start? How can we achieve it while making business benefits transparent and keeping the sponsorship alive? Answering these questions and more, ITIL® Service Management: Implementation and Operation focuses on how to achieve the best return from your IT service management implementation investment, in the least possible time. It discusses the key challenges organizations experience as they leverage ITIL® Version 3 to achieve desired transformations—including the approaches adopted to address those challenges. It includes templates, checklists, implementation patterns, and detailed plans for each pattern to kick start your implementation efforts. Detailing the components needed to implement, operate, and optimize ITIL service management, the text explains the organizational architecture required to achieve Business-IT integration within ITIL. Complete with case studies, examples, problems, and access to additional resources on the author's website, the book illustrates how to achieve service management excellence with ITIL—in a way that's seamless to your customers and enables the delivery of business value effectively, visibly, and efficiently.

Revised edition of the authors' Strategic planning for information systems, 2002.

First published in 1999, this eclectic collection of papers examines quality management in health care from a variety of standpoints. Managers, health care professionals and patients all have valid – but often differing – perspectives on the nature of quality, its creation and maintenance. This book explores these perspectives, beginning by asking such fundamental questions as 'Is health care a business?', 'How should health services be designed?' and 'What is quality of care?'. Subsequent chapters then address the practicalities of measuring and improving health care quality. The chequered history of clinical audit is exposed in the UK (essentially the Plan-Do-Check-Act cycle familiar to quality improvement specialists), and lessons are drawn for managerial action needed to increase the impact of such activities. These lessons have wider relevance to all involved in promoting the principles of continuous quality improvement (CQI). In addition, exploration of the growing role of performance indicators raises important issues about their meaningfulness and instrumentality in effecting real change. Improving clinical quality is now at the top of the agenda for many health systems. This book reviews the challenges faced and the tools available to meet them. It should prove valuable to a wide range of health care stakeholders interested in broadening their understanding of this rapidly developing field.

Pink Elephant is the world leader in IT management best practices, offering solutions to public and private businesses worldwide, many of them listed in the Fortune 500. The Company specializes in improving the quality of IT services through the application of recognized frameworks, including the IT Infrastructure Library (ITIL®).

The success of any organization depends on high-quality customer service. But for companies that strategically align customer service with their overall corporate strategy, it can transcend typical good business to become a profitable word-of-mouth machine that will transform the bottom line. Drawing on over thirty years of research for companies such as 3M, American Express, Chick-Fil-A, USAA, Coca-Cola, FedEx, GE, Cisco Systems, Neiman Marcus, and Toyota, author Goodman uses formal research, case studies, and patented practices to show readers how they can:

- calculate the financial impact of good and bad customer service
- make the financial case for customer service improvements
- systematically identify the causes of problems
- align customer service with their brand
- harness customer service strategy into their organization's culture and behavior

Filled with proven strategies and eye-opening case studies, this book challenges many aspects of conventional wisdom—using hard data—and reveals how any organization can earn more loyalty, win more customers...and improve their financial bottom line.

This engaging and accessible textbook explores the challenges and complexities of managing operations in a service industry setting. Comprehensive in scope, this textbook considers key concepts from strategy and operations management from a global services perspective and integrates traditional theory with cutting-edge contemporary examples. Taking a student-centred approach, it gives the reader a solid understanding of the key issues faced by contemporary service organisations, from managing and reviewing risk to managing supplier relationships. Rich pedagogy, integrated online resources and relevant international case studies develop strategic thinking skills and equip students with the essential tools and techniques needed to plan, design, manage and control operations in diverse service industry contexts. This is an ideal textbook for students of service operations management at undergraduate, postgraduate and MBA level.

This volume provides updated guidance on how to design, develop and implement service management both as an organisational capability and a strategic asset. It is a guide to a strategic review of ITIL-based service management capabilities, with the aim of improving their alignment with overall business needs. It is written primarily for senior managers who provide leadership and direction in the form of objectives, plans and policies. It also benefits managers at other levels, by explaining the logic of senior management decisions. Balancing conceptual and applied coverage of all aspects of the management and operation of services, Service Management has maintained the position as market leader through five previous editions. It is the most comprehensive and widely used introduction to service operations on the market, written by one of the top authorities on the subject, and it is designed to develop students' skills in both strategic and operational issues pertaining to services. New material on Professional Service Firms highlights IBM's initiative to establish a Service Science, Management, and Engineering discipline. The Sixth Edition also offers the latest information on Six-Sigma and RFID, as well as recent developments in other important industry topics. Text coverage spans both qualitative and quantitative aspects of service management and offers flexibility in courses, offering varying approaches to the study of service operations. The ancillary package includes student CD-ROM and Website that includes self-test quizzes, video clips, ServiceModel Software, and the Mortgage Service Game.

Strategic Winery Tourism and Management: Building Competitive Winery Tourism and Winery Management Strategy presents cutting-edge knowledge and research related to strategic winery tourism and winery management. It highlights the major theories on strategic winery tourism and winery management and encompasses a variety of topics ranging from strate

What is the context? How do you keep records, of what? What is out-of-scope initially? How long will it take to change? How to cause the change? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Strategic Service Management investments work better. This Strategic Service Management All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Strategic Service Management Self-Assessment. Featuring 951 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Strategic Service Management improvements can be made. In using the questions you will be better able to:

- diagnose Strategic Service Management projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices
- implement evidence-based best practice strategies aligned with overall goals
- integrate recent advances in Strategic Service Management and process design strategies into practice according to best practice guidelines

Using a Self-Assessment tool known as the Strategic Service Management Scorecard, you will develop a clear picture of which Strategic Service Management areas need attention. Your purchase includes access details to the Strategic Service Management self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria:

- The latest quick edition of the book in PDF
- The latest complete edition of the book in PDF, which criteria correspond to the criteria in...
- The Self-Assessment Excel Dashboard
- Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation
- In-depth and specific Strategic Service Management Checklists
- Project management checklists and templates to assist with implementation

INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

In a world of changing lifestyles brought about by new services, technology and e-commerce, this book enters the arena of contemporary research with particular topicality. Integrating both theory and real world practices, Ng advances the latest concepts in pricing and revenue management for services in a language that is useful, prescriptive and ye

The failure effectively to sustain IT systems and react to change - due to the huge investments that organisations make in these systems - is likely to impact on an organisation's bottom line. This means that an ad hoc approach to IT Service management is not an option. It is vital to focus on business value, good ROI, speed to market, and delivery of solutions in response to change. Agile approaches mean an incremental method to change, early delivery of business value, and collaborative work towards change. Understanding and employing ITIL, PRINCE2, and DSDM together can provide the potential for a well run infrastructure which is responsive to change and will not halt progress. This publication offers practical guidance on how to deliver an IT Service by employing ITIL, PRINCE2, and DSDM Atern together and provides an overview of all three approaches, and describes the benefits of each. It also describes the issues that arise from implementing ITIL, the structure and content of PRINCE2, the breadth of DSDM and how they fit together, where the common areas sit, and where the specialities for each exist.

In the world of industry and management producing 'intangible products' poses unique challenges. This book provides a comprehensive framework on these unique management issues and looks into the special characteristics of services and conditions necessary for success in the management of service organizations This classic book, as relevant as ever and updated, provides a set of ideas which has proved its power and validity beyond the fads of the moment, over an extended period of time. A book that is at the same time very holistic and

conceptual, and yet both easy to grasp and to translate into practical action. It also evokes an alternative perspective on services, namely that of refocusing attention from the production and the product to the value creation process of customers. With these perspectives every company today needs to see itself as a service company. The book stresses the need for a streamlined service management system and analyses and illustrates growth strategies and the nature of innovation -but above all it emphasizes the special role played by good leadership. In particular, this edition looks at the role of technology in services as well as - more generally -the role of services in society. Of great value to managers and academics involved in the service industry this practical book, which has been translated into eight languages, will stimulate people to analyse and act on their situations.

This is a substantial new edition of a successful textbook which continues to have a sensible and 'easy to read' style. Each Chapter has a past/present/future theme with a real strategic approach. Strategic Operations Management shows operations as combining products and services into a complete offer for the customer. Services are therefore seen as key and are integrated throughout the material in each chapter. Manufacturing, service supply and other key factors are all shown to be in place. In an era where companies are fond of talking about core competences but still struggle to understand their operations, this is an important for academics and practitioners alike. Only when managers understand their operations will they be able to leverage them into any sort of capabilities that will lead to competitive advantage. Online tutor resource materials accompany the book.

Increasingly, information technology governance is being considered an integral part of corporate governance. There has been a rapid increase in awareness and adoption of IT governance as well as the desire to conform to national governance requirements to ensure that IT is aligned with the objectives of the organization. Information Technology Governance and Service Management: Frameworks and Adaptations provides an in-depth view into the critical contribution of IT service management to IT governance, and the strategic and tactical value provided by effective service management. A must-have resource for academics, students, and practitioners in fields affected by IT in organizations, this work gathers authoritative perspectives on the state of research on organizational challenges and benefits in current IT governance frameworks, adoption, and incorporation.

In today's competitive global markets, simply making a great product is not enough. To achieve profitable growth and stand out among competitors, you must start to strategically compete through service and innovative solutions for business customers. Professors Christian Kowalkowski and Wolfgang Ulaga guide you how to shift your business from a goods-centric to a service-savvy model. The authors' proprietary twelve-step roadmap to profitable service growth will help you break out of a narrow product-centric logic and discover how to determine if your company is "fit-for-service," make the most of your existing services, innovate and create value-added services and customer solutions beyond your products, embed a true service-centric culture in your organization, drive change and align your service strategy with corporate goals, transform your product-centric sales force into a service-savvy sales organization, design an organizational structure that promotes service growth, and align your interests with distributors and partners. Kowalkowski and Ulaga's twelve-step roadmap is based on rigorous research and long-standing experience working with businesses. They have worked with hundreds of managers in industrial and professional services companies, conducted research projects, led executive workshops, and published numerous articles in scientific and managerial journals, including Harvard Business Review, among others. Here, they share not only their own insights but the lessons learned from successful case studies and years of extensive research.

Foundations of IT Service Management based on ITIL® V3 Foundations of IT Service Management based on ITIL has become the industry classic guide on the topic of ITIL. Over the years this authoritative guide has earned its place on the bookshelves and in the briefcases of industry experts as they implement best practices within their organizations. This 2007 version has now been upgraded to reflect ITIL V3. Written in the same concise way and covering all the facts, readers will find that this title succinctly covers the key aspects of the ITIL V3 upgrade. The new ITIL V3 approach covering the ITIL Lifecycle is fully covered. In addition those who are familiar with the Version 2 process approach will be delighted to discover that this new edition of Foundations of IT Service Management based on ITIL V3 has split out all the processes and describes them in detail. This means that it is easy for all readers to access and grasp the process concepts that are so pivotal to many service management day-to-day operations. This title covers the following: PART 1: THE ITIL SERVICE LIFECYCLE Lifecycle phase: Service strategy Lifecycle phase: Service design Lifecycle phase: Service transition Lifecycle phase: Service operation Lifecycle phase: Continual service improvement PART 2: FUNCTIONS AND PROCESSES Introduction to Functions and Processes Functions and Processes in Service Strategy Functions and Processes in Service Design Functions and Processes in Service Transition Functions and Processes in Service Operation Functions and Processes in Continual Service Improvement and much more!

This book explores the extent to which economic theory is able to provide the theoretical foundations of strategic management. To this end it draws on the philosophy of science; microeconomic theory; and different approaches to strategic management. The work shows that many of the propositions of strategic management are deducible from the economic theories considered. It argues that these propositions should be made open to empirical testing and that a unified theory of strategic management should be developed. Thus the book addresses a current major concern of theorists - that strategy remains 'atheoretical' and that this reduces the predictive power of the subject and hampers further theory development. The essential contribution made is that economic theory should be systematically explored in order to establish the foundations of business strategy.

Strategic Management in Public Services Organizations sets out to connect the two traditionally disparate academic literatures of public management and strategic management. The authors argue that some models of strategic management are now of enhanced relevance for contemporary public services organizations, especially when considering successive New Public Management reforms. This observation has important consequences for the requisite work practices, skills and knowledge bases of current public managers, as they are increasingly being asked to act as strategic as well as operational managers. Strategic Management in Public Services Organizations takes a strongly comparative and international perspective in addressing the fundamental issue of strategic management within diverse public administrative traditions. The impact of strategic management on the performance of public agencies is examined and it is argued that the appropriate use of strategic management models depends on the politico-administrative and cultural contexts of the public services organization in question, concluding that there is no single best way to strategically lead public organisations. This is an advanced textbook aimed at the postgraduate level, particularly students on MPAs and MBAs with a public sector option or MScs in Public Policy and Public Management.

Strategic management is widely seen as essential to the public services, leading to better performance and better outcomes for the public. In fact, the private sector idea of strategic management has become so powerful in the public sector that politicians and policy makers have begun to talk about the importance of the modern state being strategic – and we may be witnessing the emergence of the Strategic State. Strategic Management for the Public Sector draws on experience and research from a range of countries and provides a theoretical understanding of strategic management that is grounded in the public sector. Drawing on the latest theory and research this text provides a fresh look at foresight, analysis, strategic choice, implementation and evaluation. This book also offers original and detailed case studies based on up to date evidence from different public sector settings, helping the reader to build on their understanding of theories and concepts presented earlier in the book. Strategic Management for the Public Sector has been written specially for managers and students taking postgraduate courses such as MBAs and MPAs. It will also appeal to individual managers and civil servants in the public sector looking for an accessible book to read as part of their own independent personal development.

Strategic management has traditionally concerned itself with delivering objectives based on an assessment of resources and the market

