



MP Service Management with Service Model Software Access Card

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The eighth edition continues to acknowledge and emphasize the essential uniqueness of service management. The text is organized in four parts: "Part One: Understanding Services," which provides a historical context as well as distinguishes the distinctive characteristics of service operations; "Part Two: Designing the Service Enterprise," which covers designing the service enterprise to support the competitive strategy; "Part Three: Managing Service Operations" that details topics such as Managing Capacity, Demand and Waiting Lines and Service Supply Relationships and; "Part Four: Quantitative Models for Service Management" that addresses forecasting and managing service inventory.

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