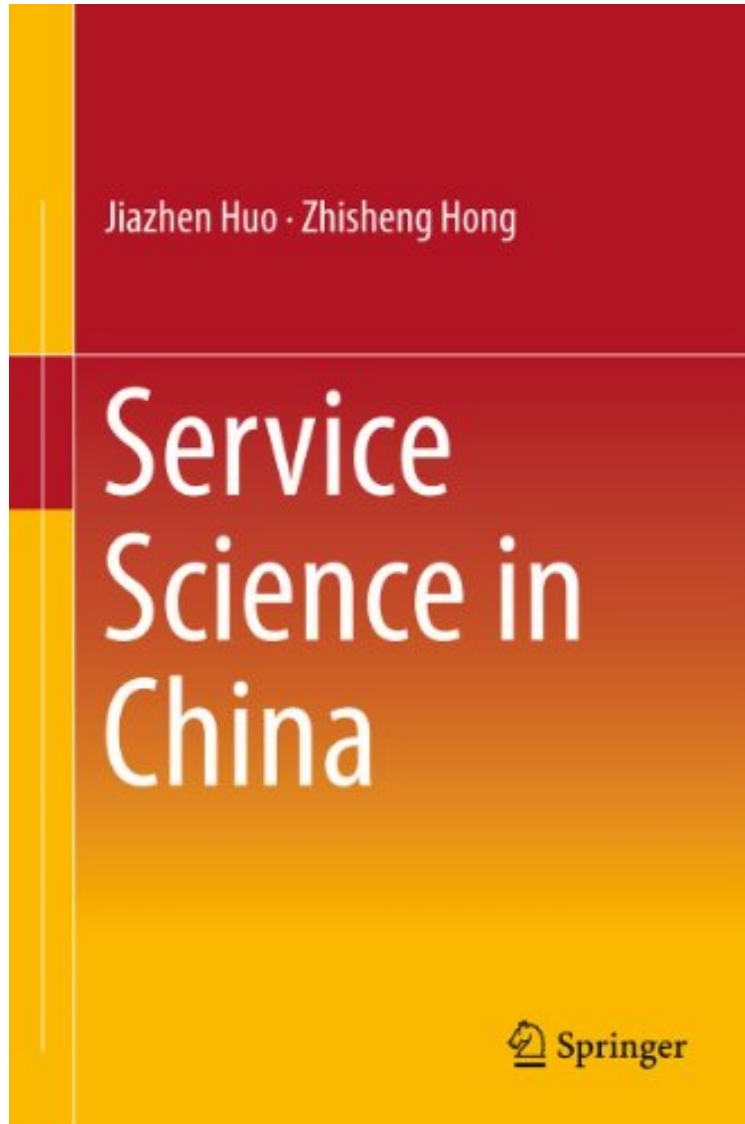


Service Science in China

Jiazhen Huo, Zhisheng Hong

*DOC | *audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

2013-01-06 2013-01-06 File Name: B00BLSENU8 | File size: 64.Mb

Jiazhen Huo, Zhisheng Hong : Service Science in China before purchasing it in order to gauge whether or not it would be worth my time, and all praised Service Science in China:

A service economy era is coming! As the basic discipline of service dominant era, service science mainly studies common rules of service activities, aiming to provide theoretical bases for creating service value in the new era. The book, which integrates knowledge of service management, operational management, logistics and supply chain

management, constructs a research system for this emerging discipline. Service science research system constitutes service philosophy, resource allocation, operational management and service technology. Many cases about China's service enterprises are incorporated in the book, in the hope of providing readers an insight into not only service science but also the development of China's service economy.

From the Back Cover A service economy era is coming! As the basic discipline of the new service dominant era, service science mainly studies common rules of service activities, aiming to provide theoretical bases for creating future service value. This book, which integrates service management, operational management, logistics and supply chain management, presents a research system for this emerging discipline. This system consists in service philosophy, resource allocation, operational management and service technology. Many concrete cases involving China's service enterprises are incorporated into the book, in the hope of providing readers insights into not only service science but also the development of China's service economy.