



Sony Ericsson Live Manual

Annelies Wilder-Smith

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Service Operations Management John McManus,Mats Winroth,Jannis Angelis,2019-10-12 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 Accompanying online resources for this title can be found at

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