

[Ebook pdf] New Service Development: Creating Memorable Experiences

New Service Development: Creating Memorable Experiences

James A. Fitzsimmons, Mona J. Fitzsimmons
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James A. Fitzsimmons, Mona J. Fitzsimmons : New Service Development: Creating Memorable Experiences before purchasing it in order to gauge whether or not it would be worth my time, and all praised New Service Development: Creating Memorable Experiences:

This is the first book to address the topic of new service development for the evolving experience economy. It draws upon the expertise of internationally recognized authors and covers topics in service innovation, process design, and

implementation. Contributors from the fields of operations management, marketing, marketing information technology, and organizational behaviour explore the issues that service firms must address to sustain advantage in the new experience economy.