

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 service 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 service, 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.

