

## Services Management The New Paradigm In Hospitality

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### Services Management The New Paradigm

"Services Management" addresses issues in the hospitality industry from a services management perspective. It offers the reader a series of management concepts - covering operations, marketing, and human resources - all of which are capable of being effectively incorporated into any hospitality operation.

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Service Management: The New Paradigm in Retailing provides a contemporary and transformative lens for accomplishing these essential goals." --Mary Jo Bitner, Professor, Director Center for Services Leadership, W.P. Carey School of Business, Arizona State University

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In the last 20 years, a new management paradigm has emerged that is the antithesis of mass production. The authors find that this paradigm has two underlying principles: (1) customer satisfaction is central to the firm's prosperity, and (2) the firm is a system of interdependent processes that develops the products and services customers purchase.

### The New Management Paradigm: A Review of Principles and ...

The book aims to guide hospitallty managers away from the traditional management model of a departmentalised organisation selling physical products to a new paradigm which sees hospitallty as essentially a services business requiring a holistic cross-functional approach to meeting customers' needs within the context of personal relationship and experience.

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### Services Management: The New Paradigm in Hospitallty 07 ...

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Chapter 7 Modern Marketing (2)--Internal Management Implications Part IV Service Growth to Excellence Chapter 8 Empowerment, Guarantees, and Recovery Chapter 9 Global Strategies for Hospitallty Services Chapter 10 Technology and its Applications Chapter 11 Implications of the New Paradigm in Hospitallty References Index

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