

Handbook of Service Science

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Handbook of Service Science

Maglio, P., C. Kieliszewski, and J. Spohrer. 2010. *Handbook of Service Science*, 1st ed. New York, NY, USA: Springer.

Usage

This source is considered a primary reference for the Service Systems Engineering article.

Annotation

This book clarifies the definition, role, and future of the service science field by incorporating work by scholars from across the spectrum of service research. This book presents the nature and theory of service from a multidisciplinary perspective, discusses current research and practice in design, operations, delivery, and innovation of service, and scope for future opportunities and potential of service research. The book is suitable for a wide-reaching audience including researchers, practitioners, managers, and students and provides a comprehensive reference for those who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation.

SEBoK v. 2.4, released 19 May 2021

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- This page was last edited on 17 May 2021, at 22:28.

