



# **Service Management: An Integrated Approach to Supply Chain Management and Operations (FT Press Operations Management)**

*Cengiz Haksever, Barry Render*

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## **Service Management: An Integrated Approach to Supply Chain Management and Operations (FT Press Operations Management)** Cengiz Haksever, Barry Render

Tie customer-driven strategies to service operations and process management, and sharpen your focus on creating customer value throughout your entire service organization! This comprehensive, multidisciplinary reference thoroughly covers today's most effective theories and methods for managing service organizations, drawing on innovative insights from economics, consumer behavior, marketing, strategy, and operations management. Leading experts Cengiz Haksever and Barry Render provide crucial insights into emerging service operation and supply chain topics, reinforcing key points with up-to-date case studies. *Service Management* contains a valuable chapter-length introduction to linear and goal programming and its services applications; and also addresses many other topics ignored by competitive texts, such as:

- Service SCM methods and approaches
- Focusing on customers and their service purchase behavior
- Service productivity
- Managing public and private nonprofit service organizations
- Vehicle routing and scheduling
- Ethical challenges to SCM

*Service Management* will be an invaluable resource for senior and mid-level managers throughout any service organization, and for students and faculty in any graduate or upper-level undergraduate program in service management, service operations management, or operations management

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