

A blend of conceptual articles and strategic insights, this book provides an integration of marketing, operations and human resources management functions in service businesses. An instructors manual is also available.

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These call for an integrated approach to marketing, operations, and human resource management (HRM). The scholarly and business press routinely point to.

The book is strong on services management aspects such as operations and processes, technology, human resources, quality, strategies for.

This article first reviews the alternative theoretical approaches to human resource management that have been developed in the academic literature and. A blend of conceptual articles and strategic insights, this book provides an integration of marketing, operations and human resources management functions in. Employs the new 8Ps framework for managing service businesses. - Develops explicit links between marketing, operations, and human resources. *NEW-.

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