



Service Management: The New Paradigm in Retailing

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"Consisting of chapters written by leading scholars in service management and retailing from around the world, this comprehensive book offers rich insights for how retailers can excel and achieve sustainable competitive advantage by invoking and implementing service management principles. This enlightening book is a valuable resource for students, researchers and practitioners with an interest in retailing."

--A. "Parsu" Parasuraman, Professor of Marketing & The James W. McLamore Chair, School of Business Administration, University of Miami Coral Gables, Florida

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--Mary Jo Bitner, Professor, Director Center for Services Leadership, W.P. Carey School of Business, Arizona State University

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