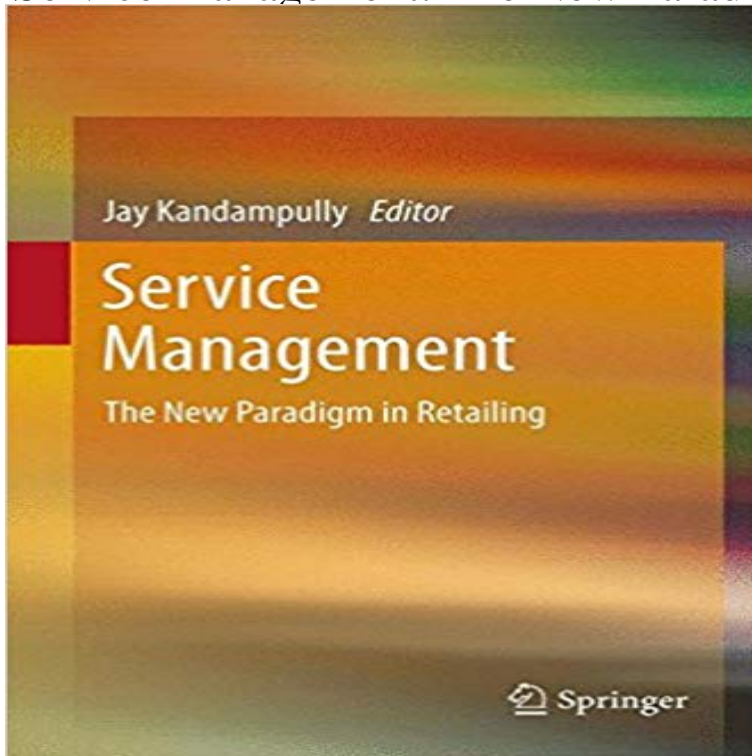


Service Management: The New Paradigm in Retailing



Great retailers are great at service. No exceptions. This book offers a wealth of insight into delivering excellent retail service.---Leonard L. Berry, Distinguished Professor of Marketing, N.B Zale Chair in Retailing and Market Leadership, Mays Business School, Texas A&M University With a growing understanding of service as a phenomenon and perspective of business and marketing, retailers are increasingly seeing the need to transform from distribution of products to service providers. This book includes considerable insight regarding the importance of the service perspective and how it can be implemented in retailing.--Christian Gronroos, Professor of Service and Relationship Marketing, CERS Centre for Relationship Marketing and Service Management, Hanken School of Economics, Finland 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. Parasu Parasuraman, Professor of Marketing & The James W. McLamore Chair, School of Business Administration, University of Miami Coral Gables, Florida Service excellence and service innovation are critical for success in today's competitive retail marketplace. 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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