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**Logistics Operations, Supply Chain Management and Sustainability Lean Supply Chain and Logistics Management Logistics Outsourcing Promoting Open and Competitive Markets in Road Freight and Logistics Services Promoting Open and Competitive Markets in Road Freight and Logistics Services Logistics and Supply Chain Management ePub eBook**

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**"This book provides both business and IT professionals a reference for practices and guidelines to service innovation in logistics and supply chain management"--Provided by publisher. The field of logistics continues to develop at a remarkable pace. Until recently, logistics was barely considered in long-term plans, but its strategic role is now recognised and lies at the heart of long-term plans in almost every business. Reasons for this change include: communications and information technology offer new opportunities; world trade grows; competition forces operations to adopt new practices and become evermore efficient; and the concern for the environment increases. Add to this the increased emphasis on consumer satisfaction, flexible operations and time compression, and it's clear that getting logistics right is important. This 7th edition of Global Logistics, edited by Stephen Rinsler and Donald Waters, has been thoroughly revised and updated to reflect the latest trends, best practices, and cutting-edge thinking on global logistics. It provides guidance on important topics, including agile supply chains, IT, sustainability and performance management, collaboration, outsourcing and humanitarian logistics. This edition of Global Logistics provides new chapters on supply chain trends and strategies, fulfilling customer needs, and supply chain vulnerability. There are also dedicated new chapters on China and Central and Eastern Europe to assess developments across the**

globe. This edition serves as a forum for acknowledged sector specialists to discuss key logistics issues and share their authoritative views. The new edition introduces new contributors, including leading thinkers from international universities and businesses. Global Logistics is an invaluable source of guidance and practical advice for students, managers and practitioners, who will find it an essential text that also includes online resources. Online resources available include a student manual with key learning outcomes for each chapter. Performance Based Services Acquisitions (PBSA) has recently garnered a significant amount of attention in the realm of Federal procurement. The procurement of services accounts for nearly half of the Federal dollars spent annually and a portion of that is spent for logistics services. Obviously, this is a dynamic time for acquisition reform and as acquisition professionals; each of us needs to manage PBSA contracts in a manner that applies sound business judgment. This can be accomplished by employing strategies that rely on our education, training and lessons learned from the shared past experiences of the acquisition community. The purpose of this thesis was to determine the essential features of a classification system for logistics services. For selected logistics services from the OMB Circular A-76 the researcher applied an existing model (Allan, 1991) in order to evaluate logistics services. The methodology employed to gather data was a survey distributed to a select group of acquisition professionals. The survey data were analyzed to identify key issues associated with evaluating a classification system for logistics

services. The thesis concludes with recommendations for implementing a classification scheme for logistics services within the Federal Government.

**Purpose** - The purpose of this research is to examine the concept of sustainable service co-creation in triadic business relationships in logistics and supply chain management. More companies seek to develop sustainable solutions that would not be sustainable exclusively for themselves but for the supply chain they belong to. In doing that - especially when dealing with services - they may need the external support from logistics service providers (LSPs). This paper aims to explore the innovative initiatives undertaken by LSPs in triadic relationship management with their customers and suppliers while co-creating sustainable services along the supply chain.

**Design/methodology/approach** - To investigate the research question, a systematic literature review and empirical exploratory investigation through case study will be conducted adopting the qualitative methodology, to explore trends and evolving paradigms.

**Findings** - A literature review conducted in this paper enriches existing literature through an integration of sustainability in a viable system approach and logistics service provision, in particular, it investigates the ways in which sustainability is achieved. It is assumed that the triadic relationship among an LSP and its customers and suppliers requires significant modifications in collaboration and an innovative approach in operating procedures.

**Research limitations/implications** - This paper is an exploratory study and limited in its scope to an

example of a relationship that focuses mainly on three actors: the supplier, the LSP and the customer. However, it could be extended in terms of numbers of case studies investigated. Practical implications - The implications arising from the literature and the empirical research offer a range of current sustainable practices in the services sector. This could be a starting point for other research and company activities. Originality/value - There is little research that addresses the issue of sustainability and logistics service providers simultaneously, hence the present paper is meant to fill the gap by providing a foundation which actors of different supply chains could use as a benchmark. This study gives evidence of how logistics services may contribute to sustainable development. This edited volume aims to describe the transformation of supply chain management (SCM) and logistics services by merging sustainable logistics, SCM, sustainable consumption and lifestyle research. This assessment of the transformation potential serves the development of sustainable business models and optimized decision-making systems for achieving sustainable economic value creation within a green economy. In 5 sections, the volume takes a unique transdisciplinary approach to assess sustainable business practices within SCM and the logistics sector, and to understand the interactions between logistics services and consumer lifestyles while creating transparency within the decision making process. This book will be of particular interest to academics, policymakers, planners, and politicians. Section 1 introduces readers to the importance of blended research and innovation between sustainable

SCM and consumer lifestyles for transformation towards a green economy. Section 2 addresses the question of how trends and developments in consumption behavior and lifestyles influence the development of sustainable logistics. Section 3 discusses the transformation potential towards sustainable logistics using the food sector as an example. Section 4 focuses on strategic decision making in SCM, and how long-term improvements of sustainability performance can be achieved. Section 5 concludes with policy recommendations as well as research and innovation perspectives for future sustainable development with SCM and logistics. The aim of this book is to present qualitative and qualitative aspects of logistics operations and supply chain management which help to implement the sustainable policy principles in the companies and public sector's institutions. Authors in individual chapters address the issues related to reverse network configuration, forward and reverse supply chain integration, CO<sub>2</sub> reduction in transportation, improvement of the production operations and management of the recovery activities. Some best practices from different countries and industries are presented. This book will be valuable to both academics and practitioners wishing to deepen their knowledge in the field of logistics operations and management with regard to sustainability issues. As modern organizations become more globalized and diverse, they require additional assistance to maintain effective workflows. With the support of intermediary partners, businesses can enhance their various management processes. Global Intermediation and Logistics Service Providers is a comprehensive



reference source for the latest scholarly material on outsourcing strategies in contemporary business environments and examines the role of intermediaries in the dynamics of decision-making and process management. Highlighting pivotal discussions across a myriad of relevant topics, such as open innovation, competitive advantage, and social capital, this book is ideally designed for professionals, practitioners, researchers, and students interested in the impact of service providers within industrial organizations. "This book offers a broad overview of the major works on the field of global intermediation and service providers and advances in innovative research directions, building on different methods of research. Specifically, this book gathers relevant studies on intermediation and new service providers"-- This easy guide introduces the modern field of supply chain and logistics management, explains why it is central to business success, shows how its pieces fit together, and presents best practices you can use wherever you work. Myerson explains key concepts, tools, and applications in clear, simple language, with intuitive examples that make sense to any student or professional. This book covers the planning, organizing, and controlling of activities such as transportation, inventory maintenance, order processing, purchasing, warehousing, materials handling, packaging, customer service standards, and product scheduling. It is specifically designed to help learners solve the actual problems that they will encounter in today's market place. It provides the basic decision making tools and concepts used for finding cost reduction

and strategic opportunities. This study shows how the World Bank Group's Markets and Competition Policy Assessment Tool (MCPAT) can help economies identify reform areas that would make government interventions in freight and logistics services more conducive to competition. The study focuses on three case studies among Asia-Pacific Economic Cooperation (APEC) countries - Peru, Philippines and Vietnam - to illustrate the importance of identifying specific areas for behind-the-border reforms. The analysis focuses on containerized cargo and multimodal transport links between road and maritime transportation, building on primary data collection through novel questionnaires for stakeholders. This study identifies potential competition issues to monitor and makes specific recommendations by country and topic. Potential competition issues include abuse of dominance through exclusionary or discriminatory practices, predominantly in access to multimodal infrastructure and slot allocation along the chain, as well as potential collusive practices in the wholesale segment (for example, among carriers) and in highly specialized services, such as pilotage and towing in port terminals. Furthermore, given the tendency toward (horizontal and vertical) mergers and acquisitions in freight forwarding, it is essential to continue evaluating changes in market structure and the potential impact of these changes on market contestability. Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition

of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- The link between logistics and customer value.
- Logistics and the bottom line measuring costs and performance.
- Creating a responsive supply chain.
- Managing the global pipeline.
- Managing supply chain relationships.
- Managing risk in the supply chain.
- Matching supply and demand.
- Creating a sustainable supply chain.
- Product design in the supply chain.

This edited volume aims to describe the transformation of supply chain management (SCM) and logistics services by merging sustainable logistics, SCM, sustainable consumption and lifestyle research. This assessment of the transformation potential serves the development of sustainable business models and optimized decision-making systems for achieving sustainable economic value creation within a green economy. In 5 sections, the volume takes a unique transdisciplinary approach to assess sustainable business practices within SCM and the logistics sector, and to understand the interactions between logistics services and consumer lifestyles while creating transparency within the decision making process. This book will be of particular interest to academics, policymakers, planners, and politicians. Section 1 introduces readers to the importance of blended research and innovation between sustainable SCM and consumer lifestyles for transformation towards a green economy. Section 2 addresses the question of how trends and developments in consumption behavior and lifestyles influence the development of sustainable logistics. Section 3

discusses the transformation potential towards sustainable logistics using the food sector as an example. Section 4 focuses on strategic decision making in SCM, and how long-term improvements of sustainability performance can be achieved. Section 5 concludes with policy recommendations as well as research and innovation perspectives for future sustainable development with SCM and logistics. This proceedings book presents outcomes of the Innovative Economic Symposium – 2020 organized by the Institute of Technology and Business in České Budějovice (VŠTE) in Russia in collaboration with two universities: Financial University under the Government of the Russian Federation (Moscow) and Samara State University of Economics (Samara). The symposium aims to bring together experts and young scientists in economy, management, international relations, finance, marketing, and professional education from Asian and European countries, to share knowledge and experience and discuss issues related to stable economic development, international business, entrepreneurship, Industry 4.0, cooperation between educational and business structures, strategic decision-making, and processes of economic globalization and fragmentation. The book consists of two parts corresponding to the thematic symposium areas. The book content covers two sections: stable development in unstable world and globalization and fragmentation forces of the current world economy. The main topics included in the book are as follows: - Where is the world moving to and where is the economy in it? - Institutionalization of innovations. - Network architecture of economic relations. - Competences

for the future. - Smart change management. - Monetary and fiscal policy development as a factor of economic modernization. - Role of international trade in the economy globalization. - Impact of globalization and economic fragmentation on the enterprise's internal environment. - Financial conditions for entrepreneurship under the economic modernization. - Impact of scientific and technological progress on globalization and fragmentation of the economy. This study shows how the World Bank Group's Markets and Competition Policy Assessment Tool (MCPAT) can help economies identify reform areas that would make government interventions in freight and logistics services more conducive to competition. The study focuses on three case studies among Asia-Pacific Economic Cooperation (APEC) countries - Peru, Philippines and Vietnam - to illustrate the importance of identifying specific areas for behind-the-border reforms. The analysis focuses on containerized cargo and multimodal transport links between road and maritime transportation, building on primary data collection through novel questionnaires for stakeholders. This study identifies potential competition issues to monitor and makes specific recommendations by country and topic. Potential competition issues include abuse of dominance through exclusionary or discriminatory practices, predominantly in access to multimodal infrastructure and slot allocation along the chain, as well as potential collusive practices in the wholesale segment (for example, among carriers) and in highly specialized services, such as pilotage and towing in port terminals. Furthermore, given the tendency toward (horizontal

and vertical) mergers and acquisitions in freight forwarding, it is essential to continue evaluating changes in market structure and the potential impact of these changes on market contestability. Logistics Management is a comprehensive textbook designed to meet the requirements of postgraduate management students specializing in Operations or International Business. Written in a student-friendly style, it describes the theory extensively and provides numerous figures and exhibits showcasing managerial aspects of Logistics Management. The book is divided into 4 parts. Part I, Introduction to Logistics and Integration, introduces the basic concepts of Logistics, its relevance and relation with supply chain management in both, national and international scenarios. Part II, Logistics Delivery and Fulfilment, covers unitization, palletization and containerization along with various forms of transport including surface, marine, and air. This section also deals with material handling and role of ports in facilitating international logistics. Following this, Part III, Logistics Documentation and Processes, includes chapters on role of customs in regulating international trade, insurance and processes of documentation related to domestic and international trade. The concluding section, Part IV, Logistics Strategy and SCM, provides discussions on system planning, warehousing, inventory management and technology in logistics. With the inclusion of real life case studies in Indian context and written in a simple manner, this book will be useful for students and young professionals. "The documented benchmarks for success and the many examples help explicate the complexities for the

reader. The book is organized and written so that it will be useful as an introduction to the field and also as a reference when special challenges arise for the practicing manager." -- DR. JOHN J. COYLE, Professor Emeritus of Logistics and Supply Chain Management, Department of Supply Chain and Information Systems, Smeal College of Business, Pennsylvania State University "The book is a must-read for all supply chain managers seeking to drive down costs and improve profits and must be read before any investment is made in your supply chain. Get copies for your controller and all senior managers...this book lays it all out." -- DR. RICHARD LANCIANI, Chair, Marketing & Supply Chain Management, Fox School of Business, Temple University

**Expert Strategies for Improving Supply Chain and Logistics Performance Using Lean** This practical guide reveals how to identify and eliminate waste in your organization's supply chain and logistics function. **Lean Supply Chain and Logistics Management** provides explanations of both basic and advanced Lean tools, as well as specific Lean implementation opportunities. The book then describes a Lean implementation methodology with critical success factors. Real-world examples and case studies demonstrate how to effectively use this powerful strategy to realize significant, long-term improvements and bottom-line savings.

**COVERAGE INCLUDES:**

- \* Using Lean to energize your supply chain
- \* The eight wastes
- \* Lean opportunities and JIT in supply chain and logistics
- \* Lean tools and warehouse
- \* Global lean supply chain and logistics
- \* Lean opportunity assessment, value stream mapping, and Kaizen event management
- \* Best-in-class use of

technology with Lean \* Metrics and measurement \* Education and training Valuable training slides are available for download. To be a pro b-ball champion takes endless drive and passion. But being a winner on the court can often mean losing off the court. . . He's an NBA legend, considered the best of the best. Now veteran player Warrick Evans is determined to lead his team all the way to the championship. It's his last shot before he retires, but the media can't get enough of his story--and all the attention is turning his teammates against him, not to mention his wife. . . Dr. Marilyn Devry-Evans has always stood by her man, even when it meant standing in his shadow. Now she wants to focus on her own career, and on scoring her own dream job. But with the spotlight bearing down on them, Marilyn is reaching her breaking point. Especially when a secret comes to light--one that could destroy not only her career, but her marriage. . . Praise for Regina Hart "Sexy, fun, and fast-paced. . . a slam dunk!" --Kate Angell on Fast Break Your one-stop reference for entering the global logistics environment Global Logistics for Dummies is an operational-level reference and overview for those manufacturers, businesses, product distributors, providers of logistics services, humanitarian and disaster relief responders and logisticians on both ends of a global chain who are considering entry in or have recently embarked on entering the global logistics chain/market. Easy to follow and packed with tons of helpful information, it serves as a springboard to larger texts for more detailed information. Beginning with an introduction to both the "whats" and "whys" of global logistics, the book sheds light



on how global logistics demands the involvement of not only all elements of the logistics enterprise – e.g., design, logistics engineering, supply, storage/distribution, maintenance, transportation, returns/re-manufacturing, etc. – but also all elements of the business enterprise. In no time, it'll get you up to speed on the whole-enterprise logistics elements that should be considered in the decision to enter and excel in providing logistics end-items, goods, and services to a global customer. Deliver global disaster and relief logistics support Explore global manufacturing and distribution logistics Provide logistics services for foreign customers Adapt domestic logistics to foreign operating environments Written by a team of SOLE – The International Society of Logistics credentialed practitioners and academicians, Global Logistics for Dummies makes it easier than ever to succeed in this ever-growing field. Whilst the maritime container business has been studied in depth, the impact on shippers and how shippers deal with the given challenges has not been fully examined. Container Logistics bridges this gap and looks at the maritime business from a customer's perspective. The book examines the challenges, solutions and the latest developments in the container industry as well as the interaction between the different actors involved, such as freight forwarders, supply chain managers and shippers. Current hot topics from the supply chain and the maritime business perspective are included. From the supply chain perspective, Container Logistics covers areas such as the purchase of transportation services from ocean carriers and transport management, to effective and

efficient logistics execution. From the maritime business perspective, the book covers topics such as intermodal freight optimisation and hinterland transportation, and terminal and port optimisation. With the inclusion of clear examples of best practice and bona fide case studies, as well as invaluable contributions from an international team of experts, Container Logistics is an essential guide for supply chain managers and shippers, as well as academics and industry professionals working in the maritime business. Online supporting resources include images from the book and chapter summaries. Designed by practitioners for practitioners, Supply Chain Management and Logistics: Innovative Strategies and Practical Solutions provides a wide-spectrum resource on many different aspects involved in supply chain management, including contemporary applications. With contributions from leading experts from all over the world, the book includes innovative strategies and practical solutions that address problems encountered by enterprise in management of supply chain and logistics. It details general techniques and specific approaches to a broad range of important, inspiring, and unanswered questions in the field. The book is organized around four major research themes in supply chain management: 1) supply chain strategy and coordination, 2) supply chain network optimization, 3) inventory management in supply chain, and 4) financial decisions in supply chain. The sequence of these themes helps transition from an enterprise-wide framework to network design to operational management to financial aspects of the supply chain. Each

individual theme also addresses the answer to a challenging question as to how to go about applying quantitative tools to real-life operations, resulting in practical solutions. As the world moves toward more competitive and open markets, effective supply chain management is of critical importance to the success or failure of an enterprise. Despite a large amount of research achieved in the past decades on the supply chain management topic, many researchers and practitioners are still devoting considerable efforts on the emerging new problems. Designed to give you a collection of topics that bridge the gap between the academic arena and industrial practice, the book supplies a contemporary and up-to-date review on the advanced theory, applications, and practices of supply chain management, making it a rich resource for the design, analysis, and implementation of supply chain management problems arising in a wide range of industries. A broad general introduction to all essential aspects of logistics and supply chain management, set within the wider business context. The book uses well-developed pedagogy and numerous case studies, guiding the reader through the subject by retaining a strong focus on the application of theory and practical situations. This book provides a comprehensive overview of how to strategically manage the movement and storage of products or materials from any point in the manufacturing process to customer fulfillment. Topics covered include important tools for strategic decision making, transport, packaging, warehousing, retailing, customer services and future trends. An introduction to logistics Provides practical

applications Discusses trends and new strategies in major parts of the logistic industry Global Logistics and Supply Chain Management is a comprehensive, fully up-to-date introduction to the subject. Addressing both practical and strategic perspectives, this revised and updated fourth edition offers readers a balanced and integrated presentation of Logistics and Supply Chain Management (LSCM) concepts, practices, technologies, and applications. Contributions from experts in specific areas of LSCM provide readers with real-world insights on supply chain relationships, transport security, inventory management, supply chain designs, the challenges inherent to globalization and international trade, and more. The text examines how information, materials, products, and services flow across the public and private sectors and around the world. Detailed case studies highlight LSCM practices and strategies in a wide range of contexts, from humanitarian aid and pharmaceutical supply chains to semi-automated distribution centers and port and air cargo logistics. Examples of LSCM in global corporations such as Dell Computer and Jaguar Land Rover highlight the role of new and emerging technologies. This edition features new and expanded discussion of contemporary topics including sustainability, supply chain vulnerability, and reverse logistics, and places greater emphasis on operations management. The „EffizienzCluster LogistikRuhr“ was a winner in the Leading Edge Science Cluster competition run by the German federal Ministry of Education and Research. The mission and aim of the „EffizienzCluster LogistikRuhr“ is to facilitate

tomorrow's individuality – in the sense of individual goods supply, mobility, and production – using 75 percent of today's resources. Efficiency – both in economical and ecological terms – is enabled by state-of-the-art and innovative logistical solutions including transportation, production and intralogistics. These proceedings "Efficiency and Logistics" give first answers from 27 research projects as an insight into the current state of research of Europe's leading research and development cluster in logistics and as a contribution to the discussion on how logistics as a science can help to cope with foreseeable resource shortage and sustainability as global challenges. Port Economics, Management and Policy provides a comprehensive analysis of the contemporary port industry, showing how ports are organized to serve the global economy and support regional and local development. Structured in eight sections plus an introduction and epilog, this textbook examines a wide range of seaport topics, covering maritime shipping and international trade, port terminals, port governance, port competition, port policy and much more. Key features of the book include: Multidisciplinary perspective, drawing on economics, geography, management science and engineering Multisector analysis including containers, bulk, break-bulk and the cruise industry Focus on the latest industry trends, such as supply chain management, automation, digitalization and sustainability Benefitting from the authors' extensive involvement in shaping the port sector across five continents, this text provides students and scholars with a valuable resource on ports and

maritime transport systems. Practitioners and policymakers can also use this as an essential guide towards better port management and governance. Logistics Transportation Systems compiles multiple topics on transportation logistics systems from both qualitative and quantitative perspectives, providing detailed examples of real-world logistics workflows. It explores the key concepts and problem-solving techniques required by researchers and logistics professionals to effectively manage the continued expansion of logistics transportation systems, which is expected to reach an estimated 25 billion tons in the United States alone by 2045. This book provides an ample understanding of logistics transportation systems, including basic concepts, in-depth modeling analysis, and network analysis for researchers and practitioners. In addition, it covers policy issues related to transportation logistics, such as security, rules and regulations, and emerging issues including reshoring. This book is an ideal guide for academic researchers and both undergraduate and graduate students in transportation modeling, supply chains, planning, and systems. It is also useful to transportation practitioners involved in planning, feasibility studies, consultation and policy for transportation systems, logistics, and infrastructure. Provides real-world examples of logistics systems solutions for multiple transportation modes, including seaports, rail, barge, road, pipelines, and airports Covers a wide range of business aspects, including customer service, cost, and decision analysis Features key-term definitions, concept overviews, discussions, and analytical problem-solving The Digital Supply

Chain is a thorough investigation of the underpinning technologies, systems, platforms and models that enable the design, management, and control of digitally connected supply chains. The book examines the origin, emergence and building blocks of the Digital Supply Chain, showing how and where the virtual and physical supply chain worlds interact. It reviews the enabling technologies that underpin digitally controlled supply chains and examines how the discipline of supply chain management is affected by enhanced digital connectivity, discussing purchasing and procurement, supply chain traceability, performance management, and supply chain cyber security. The book provides a rich set of cases on current digital practices and challenges across a range of industrial and business sectors including the retail, textiles and clothing, the automotive industry, food, shipping and international logistics, and SMEs. It concludes with research frontiers, discussing network science for supply chain analysis, challenges in Blockchain applications and in digital supply chain surveillance, as well as the need to re-conceptualize supply chain strategies for digitally transformed supply chains. "Logistic Core Operations with SAP" not only provides an overview of core logistics processes and functionality—it also shows how SAP's Business Suite covers logistic core operations, what features are supported, and which systems can be used to implement end-to-end processes in the following logistic core disciplines: Procurement, Distribution, Transportation, Warehouse Logistics and Inventory Management, and Compliance and Reporting. In this

context the authors not only explain their integration, the organizational set-up, and master data, but also which solution fits best for a particular business need. This book serves as a solid foundation for understanding SAP software. No matter whether you are a student or a manager involved in an SAP implementation, the authors go far beyond traditional function and feature descriptions, helping you ask the right questions, providing answers, and making recommendations. The book assists you in understanding SAP terminology, concepts and technological components as well as their closed-loop integration. Written in a clear, straight-forward style and using practical examples, it contains valuable tips, illustrative screenshots and flowcharts, as well as best practices—showing how business requirements are mapped into software functionality. Logistics and Supply Chain Management has been a vital part of every economy and every business entity. Both sciences have become prestigious research fields focusing on best practices, concepts, and methods. Outsourcing Management for Supply Chain Operations and Logistics Services is concentrated on the key players of the outsourcing paradigm; the organizations that provide logistics services, the Third Party Logistics (3PLs), as well as their clients, presenting and promoting the lessons learned by their cooperation. Specifically, this publication presents studies which are relevant to practitioners, researchers, students, and clients of the application of the Outsourcing practice on the Logistics and Supply Chain Management services giving emphasis to 3PLs. This textbook offers a fully integrated approach to



the theory and practice of service management, exploring the operational dynamics, management issues and business models deployed by service firms. It builds on recent developments in service science as an interdisciplinary research area with emphasis on integration, adaptability, optimization, sustainability and rapid technological adoption. The book explores seven fundamental processes that are key to successfully managing service businesses, helping students gain insights into: how to manage service businesses, with coverage of both small firms and large transnationals service business models, operations and productivity managing service employees how service firms engage in product and process innovation marketing, customers and service experiences internationalization of service businesses the ongoing servitization of manufacturing This unique textbook is an ideal resource for upper undergraduate and postgraduate students studying service businesses and practitioners.

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