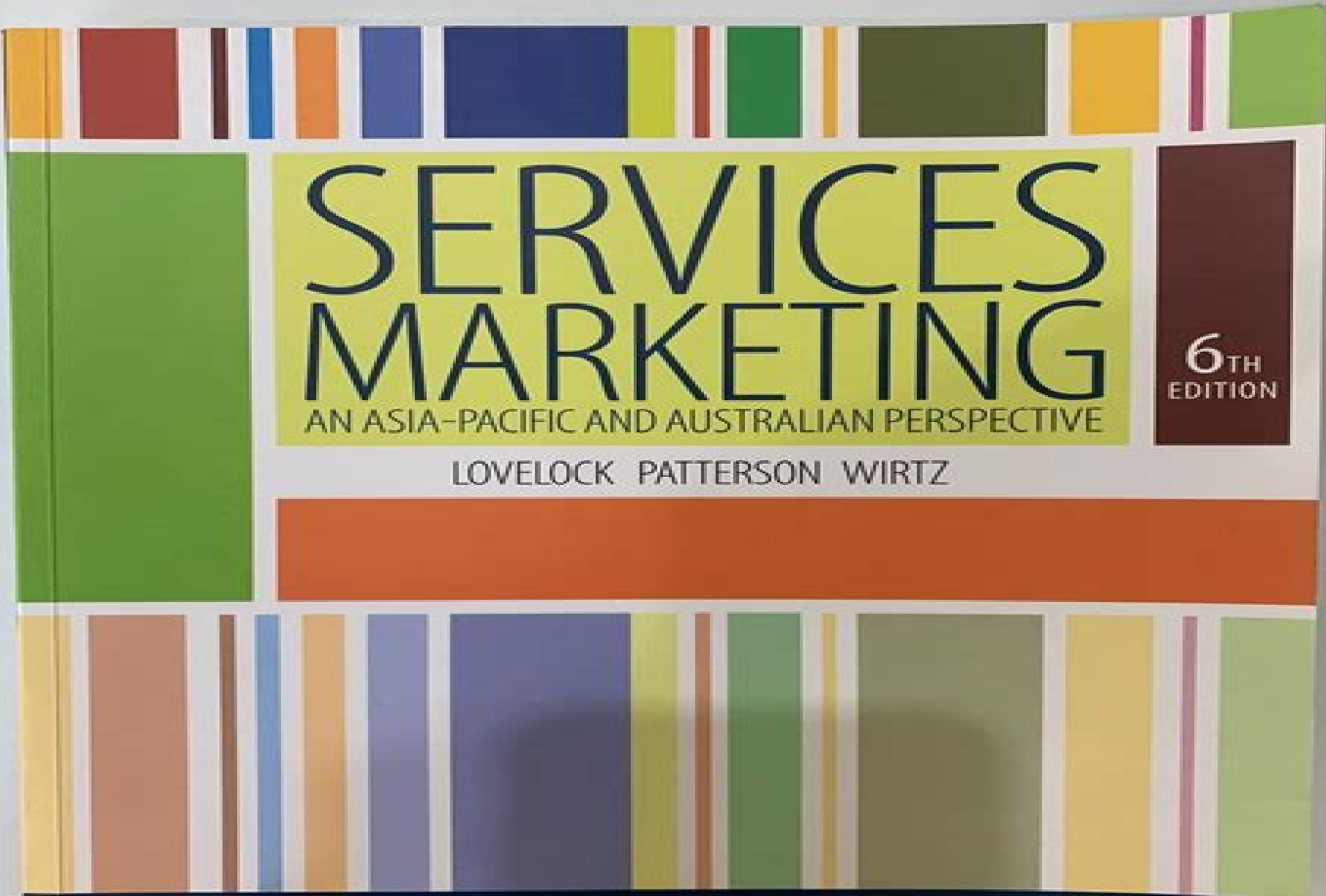




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Dr.SivakumarDeene R.Rajkumar, Service Science Robin G. Qiu,2014-07-28 Features coverage of the service systems lifecycle including service marketing engineering delivery quality control management and sustainment Featuring an innovative and holistic approach Service Science The Foundations of Service Engineering and Management provides a new perspective of service research and practice The book presents a practical approach to the service systems lifecycle framework which aids in understanding and capturing market trends analyzing the design and engineering of service products and delivery networks executing service operations and controlling and managing the service lifecycles for competitive advantage Utilizing a combined theoretical and practical approach to discuss service science Service Science The Foundations of Service Engineering and Management features Case studies to illustrate how the presented theories and design principles are applied in practice to the definitions of fundamental service laws including service interaction and socio technical natures Computational thinking and system modeling such as abstraction digitalization holistic perspectives and analytics Plentiful examples of service organizations such as education services global project management networks and express delivery services An interdisciplinary emphasis that includes integrated approaches from the fields of mathematics engineering industrial engineering business operations research and management science A detailed analysis of the key concepts and body of knowledge for readers to master the foundations of service management Service Science The Foundations of Service Engineering and Management is an ideal reference for practitioners in the contemporary service engineering and management field as well as researchers in applied mathematics statistics business management science operations research industrial engineering and economics The book is also appropriate as a text for upper undergraduate and graduate level courses in industrial engineering operations research and management science as well as MBA students studying service management

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Business Fundamentals for Engineering Managers C.M. Chang,2014-08-31 Engineering managers and professionals make a long and lasting impact in the industry by regularly developing technology based projects as related to new product development new service innovation or efficiency centered process improvement or both to create strategic differentiation and operational excellence for their employers They need certain business fundamentals that enable them to make decisions based on both technology and business perspectives leading to new or improved product or service offerings which are technically feasible economically viable marketplace acceptable and customer enlightening This book consists of three sets of business fundamentals The chapter Cost Accounting and Control discusses service and product costing activity based costing to define overhead expenses and risk analysis and cost estimation under uncertainty The chapter Financial Accounting and Analysis delineates the key financial statements financial analyses balanced scorecard ratio analysis and capital asset valuation including operations opportunities and acquisition and mergers The chapter Marketing Management reviews marketing functions marketing forecasting marketing segmentation customers and other factors affecting marketing in making value adding contributions The new business vocabulary and useful analysis tools presented will enable engineering managers to become more effective when interacting with senior management and to prepare themselves for assuming higher level corporate responsibilities

Towards Effective Place Brand Management Gregory Ashworth,Mihalis Kavaratzis,2010-01-01 Many facets of place branding such as identities image promotion or sense of place have been around for a long time

However the need to analyse their nature in the context of branding and to examine their relationships in detail has grown rapidly in the last decade or so as places all over the world have put branding activities higher than ever in their agenda. This important new book examines and clarifies key aspects of the recently popularised concept of place branding expounding many controversies confusions and discords in the field. The expert contributors clarify several unresolved issues surrounding the application of place branding in particular its multiple goals. They provide a detailed analysis of the role of local communities in place branding strategies and illustrate not only how but also why brand management should be implemented. Case studies from a range of jurisdictions and cultural and political viewpoints are drawn upon each illustrating an array of issues or techniques in specific economic cultural and geographical contexts. This book provides a theoretically informed but practically oriented overview and discussion of the increasingly popular field of place branding as an instrument of place management. As such it will strongly appeal to both academics and practitioners in the fields of place marketing place branding local development tourism planning and development tourism marketing cultural geography urban and regional planning. Consultants in local authorities national and regional tourism boards will also find this to be a fascinating read.

Web Services: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-12-07 Web service technologies are redefining the way that large and small companies are doing business and exchanging information. Due to the critical need for furthering automation engagement and efficiency systems and workflows are becoming increasingly more web based. *Web Services: Concepts Methodologies Tools and Applications* is an innovative reference source that examines relevant theoretical frameworks current practice guidelines industry standards and standardization and the latest empirical research findings in web services. Highlighting a range of topics such as cloud computing quality of service and semantic web this multi volume book is designed for computer engineers IT specialists software designers professionals researchers and upper level students interested in web services architecture frameworks and security.

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Cruise Tourism and Society Alexis Papathanassis, Tihomir Lukovic, Michael Vogel, 2012-12-21 The growth and increased popularity of cruises is accompanied by a number of sustainability issues concerning the environment the port economies and societies on board and at shore. The sustainability imperative ultimately leads to operational economical as well as image related challenges for the sector's decision makers and stakeholders. This collection of peer reviewed papers presented during the 3rd International Cruise Conference Dubrovnik Croatia seeks to address those issues and contribute to their management in the mid term.

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