



## 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."

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"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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