



# Service Operations Management (3rd Edition)

By Robert Johnston, Graham Clark

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\* Written specifically to better serve the needs of students on services-orientated operations management courses. \* The first European-originated book. \* Operations management is set within the wider business context, recognising the impact of other management functions and covering wider issues, such as organisational culture and design, people issues, and customer relationships. \* Includes international examples from different types of organizations, such as: the Internet, public and voluntary sectors, mass transport services, professional services, retailers, internet services, tourism and hospitality. \* Each chapter identifies key operations management issues and provides definitions of key terms, real world illustrations, chapter summaries, case exercises, further reading and questions.

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#### Review

"Johnston and Clark's *Service Operations Management* is an extraordinary textbook that immediately brings operations management to life for all managers." "Thomas Christiansen, Assistant Professor, Center for Technology, Economics and Management, Technical University of Denmark "Johnston and Clark is an outstanding text and should remain at the forefront of service management texts for the foreseeable future. It has attracted excellent student feedback." Geoffrey Plumb, Senior Lecturer, Staffordshire University "Finally, a book that encompasses and illustrates all the phases of service processes, giving the right emphasis to each rather than focusing exclusively on the marketing aspects of the service context." "Andrea Vinelli, Professor of Operations Management, University of Padova, Italy "Johnston and Clark is the textbook of choice for teaching *Service Operations Management*. Its coverage is balanced and its style induces active class discussion. The end-of-chapter cases are short and inviting while losing nothing essential." Hongtao Zhang, Associate Professor, School of Business and Management, Hong Kong University of Science and Technology

#### From the Back Cover

"Johnston and Clark's *Service Operations Management* is an extraordinary textbook that immediately brings operations management to life for all managers."

*Thomas Christiansen, Assistant Professor, Centre for Technology, Economics and Management, Technical University of Denmark*

This international market-leading book, aimed at both students and practising managers, provides a comprehensive and balanced introduction to service operations management. Building on the basic principles of operations management, the authors examine the operations decisions that managers face in controlling their resources and delivering services to their customers.

Combining a unique practical approach with a detailed theoretical underpinning, the authors provide tools, frameworks and techniques for operational analysis and improvement and set operations management within the wider business context, bringing a valuable 'real world' perspective to this growing area.

Each chapter includes definitions of key terms, real-world examples and case studies with exercises, questions to test both understanding and application together with recommended further reading and suggested web sites to deepen your knowledge.

New features for this 3rd edition include:

- A variety of new international case studies, covering the key service sectors
- Greater business-to-business coverage
- Increased analysis of the balance between quality, efficiency and productivity

Information about web sites which provide either more information or practical examples of material in the book

More extensive exploration of the links between strategy, operations and performance

*Service Operations Management* is an invaluable guide to students and managers confronting operational issues in service management, whether from a general management perspective or focused in specific sectors, such as tourism and leisure or business services. This book is ideal for undergraduates, postgraduates or executives wishing to gain a deeper understanding of managing service operations and improving service delivery.

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