
Service Breakthroughs Heskett James Sasser

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(submitted by robert johnston at warwick business school) the aim of this course is to improve participants' understanding of the effective management of service organizations (organizations **select bibliography - new as of april 14 2017** - service management and marketing, christian gronroos, lexington books, lexington, ma, 1990 quality or else, dobyns & crawford-mason, houghton mifflin company, boston, 1991 total customer service: the ultimate weapon, davidow and uttal, harper perennial, new york, 1989 **chapter 1 - toward a new definition of services** - notes 144 2 heskett, james, thomas jones, gary loveman, earl sasser and leonard schlesinger. "putting the service-profit chain to work". harvard business review, march/april 1994.

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