



Basic Service Management: A 50-page introduction to providing services

Rob England

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Service Management is the potent idea that could change your business. This useful little book is a pocket guide on how to operate any enterprise, described from the point of view of the services it delivers. After all, delivery is what success is all about. It describes the basics, in realistic pragmatic terms. And it is brief – we limited ourselves to 50 pages. Whether you are in manufacturing, trades, retail, IT, not-for-profit...; whether you provide service internally to the rest of your organisation or externally to paying customers; whether you work anywhere from a small business to a government department; this book introduces you to service management. It will get you started, get you up and running, and it will set you on the path to the advanced concepts if that is where you need to be.

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