

LITERATURE FOR THE OPENING EXAM, SS2009

DEVELOPMENT AND DESIGN OF SERVICE ENTERPRISES

PS 436.306 Kronenberg; PS 436.308 Müller

1. Fitzsimmons, J. & Fitzsimmons, M. (2008). *Service Management*. Mc Graw Hill: Boston, 6. edition (or the relevant chapter in older editions)

Chapter 1 The Role of Services in an Economy

Chapter 2 The Nature of Services

Chapter 3 Service Strategy

Chapter 4 New Service Development

2. Kandampully, J, Mok, C. & Sparks, B. (2001). *Service Quality Management in Hospitality, Tourism and Leisure*. The Haworth Hospitality Press: New York.

Chapter 5 Understanding the Role of the Service Encounter in Tourism, Hospitality and Leisure Services

Chapter 6 Service Quality, Customer Satisfaction, and Value

Chapter 7 Competitive Advantages of Service Quality in Hospitality

Chapter 9 Service Quality Monitoring and Feedback Systems

Chapter 11 Managing Service Failure through Recovery