

## Service management: the new paradigm in retailing

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20397287&lokasi=lokal>

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### Abstrak

This book examines critical service-management concepts that have direct application in the retail industry. Case examples from around the world show how to gain customer loyalty, achieve market leadership, and ensure profitability in the retail sector.