



Handbook of Service Business: Management, Marketing, Innovation and Internationalisation (Research Handbooks in Business and Management series)

John R. Bryson, Peter W. Daniels

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'This book presents the newest research on service business from an economic, production and geographical perspective. It contains profound analyses and new approaches. New business trends, internationalization and economic development of service industries are analyzed, as are managerial and innovation issues. The book is a much needed supplement to the current widespread focus on service marketing and Service Dominant Logic. It is highly recommended to all academics, students and practitioners dealing with service business and industrial policy.'

- Jon Sundbo, Roskilde University, Denmark

'The Handbook of Service Business by John R. Bryson and Peter W. Daniels would be an excellent source of readings for an advanced undergraduate class or multidisciplinary doctoral seminar on service economics. As a bonus the Handbook includes a wealth of suggestions for future research.'

- James Fitzsimmons, The University of Texas at Austin, US

Service business accounts for more than 75 per cent of the wealth and employment created in most developed market economies. This interdisciplinary *Handbook* provides a critical and multi-disciplinary review of current service business processes and practices. Broadening our understanding of services in the world economy, the editors push back the frontiers of current critical thinking by bringing together eminent scholars from economics, management, sociology, public policy, planning and geography.

Chapters contribute to ongoing debates about the nature and management of service business and the characteristics of service-led economies. Disciplinary perspectives on services, services and core business processes, and the management of service business are explored. Included is a series of case studies from the EU, USA, UK and Australia.

Designed as an additional text for undergraduates and postgraduate studies, this book will appeal to students and scholars seeking a multi-disciplinary understanding of this increasingly mainstream field.

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