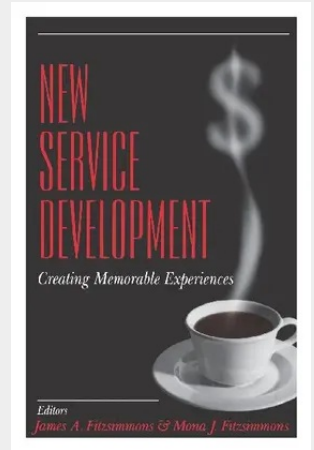


New Service Development

Creating Memorable Experiences

The service paradigm is changing from the traditional concept of a service transaction to one of the service experience. Starbucks Coffee, Disney World, and Planet Hollywood, all define their perspective services as experiences. As businesses explicitly charge for memorable encounters, they stimulate a transition from a service economy to a new experience economy. New Service Development: Creating Memorable Experiences is the first book to address the topic of new service development for the evolving experience economy. It draws upon the expertise of internationally recognized authors and covers topics in service innovation, process design, and implantation. Chapter contributors from the fields of operations management, marketing information technology, and organizational behavior explore the issues that service firms must address to sustain advantage in the new experience economy. Students and professionals in the fields of service management, new product development, and new venture creation will all benefit from the wisdom in this innovative, ground breaking book.

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