

Quality Management for Services

Handbook for Successful Quality Management. Principles - Concepts - Methods

This book provides assistance for ensuring and increasing service quality. Manfred Bruhn presents a holistic, scientifically based approach to quality management for services, which is consistently oriented to the management process with the phases of analysis, planning, control and monitoring of quality management. Core parts of the book are procedures for measuring service quality, instruments for controlling quality and expectation management, the implementation of quality management based on ISO 9000 ff. standards as well as the EFQM model, and comprehensive quality controlling to ensure effectiveness and efficiency.

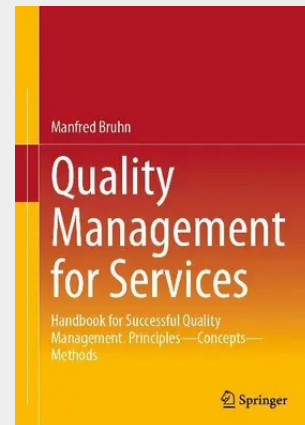
In the eleven editions to date, the work has evolved into a handbook and can be used as a reference work for the various topics of quality management for services. Individual topics of quality management or the respective chapters can be worked through independently of each other.

In the 12th edition, all chapters have been updated. In particular, the new version of the EFQM Model 2020 has been comprehensively presented.

The contents

- Basics of quality management for services
- Analysis of service quality
- Planning and control of quality management for services
- Implementation of quality management for services
- Quality controlling for services

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