

# The Routledge Handbook of Service Research: Insights and Ideas for the Future of Service

Service is a dominant force in the global economy, accounting for over 70% of GDP in many developed countries. As a result, service research has become increasingly important in recent years. The Routledge Handbook of Service Research is a comprehensive and authoritative guide to the latest research on service. This handbook provides a unique and timely overview of the state-of-the-art in service research, with contributions from leading scholars from around the world.



## The Routledge Handbook of Service Research Insights and Ideas by Patty Young

★★★★★ 5 out of 5

Language : English  
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Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 13 pages  
Lending : Enabled



## The Routledge Handbook of Service Research

The Routledge Handbook of Service Research is organized into six parts, each of which covers a different aspect of service research. The first part, "Conceptual Foundations of Service," provides a theoretical overview of the

field of service research. The second part, "Service Design and Innovation," examines the process of designing and innovating new services. The third part, "Service Delivery and Operations," focuses on the management of service delivery and operations. The fourth part, "Service Marketing and Communications," explores the marketing and communication of services. The fifth part, "Service Evaluation and Measurement," discusses the evaluation and measurement of service quality. The sixth part, "The Future of Service," looks at the future of service research and practice.

### **Key Features of the Routledge Handbook of Service Research**

- \* Comprehensive and authoritative coverage of the latest research on service
- \* Contributions from leading scholars from around the world
- \* Unique and timely overview of the state-of-the-art in service research
- \* Organized into six parts, each of which covers a different aspect of service research
- \* Essential resource for researchers, practitioners, and students in the field of service

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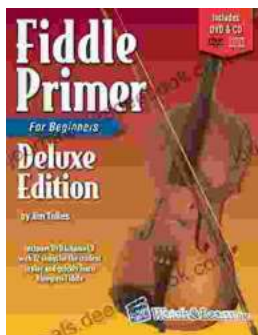
Communications," explores the marketing and communication of services.  
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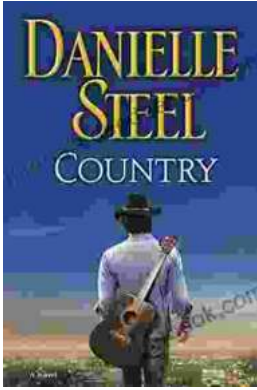
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