Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry

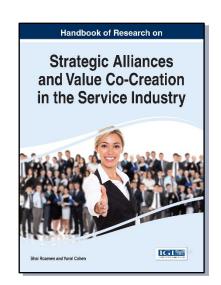
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Shai Rozenes (Afeka Tel-Aviv Academic College of Engineering, Israel) and Yuval Cohen (Afeka Tel-Aviv Academic College of Engineering, Israel)

Description:

Value creation is a pivotal aspect of the modern business industry. By implementing these strategies into initiatives and processes, deeper alliances between customers and organizations can be established.

The Handbook of Research on Strategic Alliances and Value Co-Creation in the Service Industry is a comprehensive source of scholarly material on frameworks for the effective management of value co-creation in contemporary business contexts. Highlights relevant perspectives across a range of topics, such as public relations, service-dominant logic, and consumer culture theory.



Readers:

This publication is ideally designed for professionals, researchers, graduate students, academics, and practitioners interested in emerging developments in the service industry.

ISBN: 9781522520849 **Release Date:** April, 2017 **Copyright:** 2017 **Pages:** 447

Topics Covered:

- Business Performance
- Consumer Culture Theory
- Customer Satisfaction
- Product-Service Systems
- Project Management
- Public Relations
- Service-Dominant Logic
- Social Media Marketing
- Software Management

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