

Management Strategies in Product and Service Engineering

Part of the Advances in Logistics, Operations, and Management Science Book Series

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Description:

Products are an essential part of maintaining sustainable business organizations and providing effective service to customers. Understanding transformations in the market and properly managing services in a company delivers competitive advantage in an era of rapidly advancing technology.

Management Strategies in Product and Service Engineering is a pivotal reference source that provides vital research on the essential steps of product management, including the planning, development, and distribution of products in the market. While highlighting topics such as competitive advantage, brand marketing, and product revival, this publication explores techniques in product experience, as well as the methods of maintaining customer satisfaction. This book is ideally designed for managers, business owners, product and service engineers, and marketing researchers seeking current research on product management and business growth.



ISBN: 9781522570240

Release Date: September, 2018 **Copyright:** 2019

Pages: 232

Topics Covered:

- Brand Marketing
- Competitive Advantage
- Customer Satisfaction
- E-Retail
- Marketing
- Open Source Software
- Product Experience
- Product Revival
- Service Management
- Value Chain Analysis

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