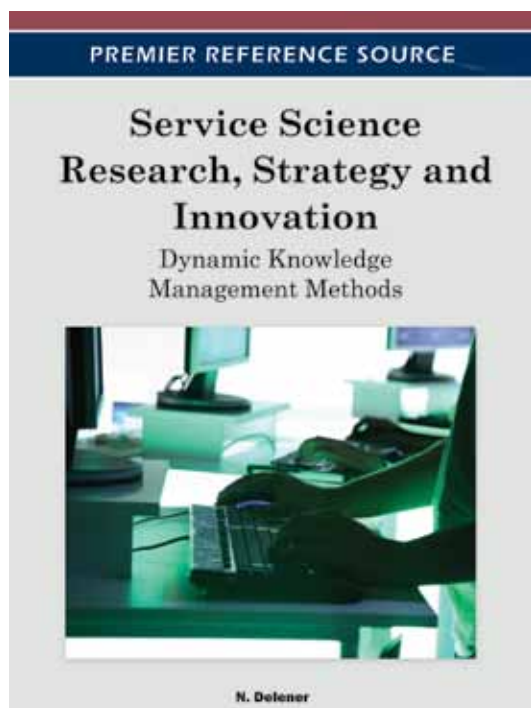


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Released: January 2012

Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods



ISBN: 9781466600775; © 2012; 731 pp.

Print: US \$185.00 | Perpetual: US \$280.00 | Print + Perpetual: US \$370.00

N. Delener (Arcadia University, USA)

The provision of services in both public and private sectors has increased dramatically over the last decade and a half. Many economies have shifted to a predominantly services model, leaving manufacturing and agriculture in their shadow.

Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods explores areas such as strategy development, service contracts, human capital management, leadership, management, marketing, e-government, and e-commerce. As this reference includes real world examples of selected cases, it will give readers the tools to utilize the knowledge and techniques needed to succeed in their careers. The perspectives gained from this volume will engage innovations of service and increase value wherever people interact with each other with resources and technology.

Topics Covered:

- Business Strategy
- Business-to-Business E-Commerce
- Increasing Service Exports
- Managing Intercultural Service Encounters
- Productivity and Innovation in Services
- Profitable Service Recovery
- Service Failure and Service Recovery
- Service Performance of Local Governments
- Service-Based Business Models for Sustainability
- Technology Management Tools

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Dr. N. Delener is the Founding Dean of the School of Business at Arcadia University, Glenside-Philadelphia, Pennsylvania, U.S.A. Dr. Delener is also founder and elected President of The Global Business and Technology Association consisting of over two-thousand members worldwide. He is currently the Editor-in-Chief for the *Journal of Global Business and Technology* and is a member of such organizations as the American Marketing Association, the Academy of Marketing Science, and the Northeast Business and Economics Association. Dean Delener has conducted numerous executive seminars in many countries, including Brazil, Czech Republic, England, Hungary, Italy, The Netherlands, Portugal, Russia, South Africa, Spain, Switzerland, Taiwan, and Turkey. He has also been a consultant to several companies, including Marriott Corporation, the Beaumont Organization, Ltd., and Ellington Duval Inc: Worldwide Marketing Group. In addition, Dr. Delener worked as a policy studies project participant through the Stern School of Business at New York University and as a marketing executive for the textile corporation. Dr. Delener has published 18 books and more than 100 articles in prestigious, refereed journals, including the *Journal of Business Ethics*, *Journal of Academy of Marketing Science*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of Marketing Management*, *Journal of International Consumer Marketing*, *Journal of Marketing and Theory*, *Journal of Public Administration*, *Journal of Euromarketing*, among others. An honorary inductee of Iota Chapter of Beta Gamma Sigma, Dr. Delener has been selected for Who's Who Among America's Teachers, Who's Who in America, and Who's Who in the World. Dr. Delener is the recipient of several awards and grants – including Excellence in Graduate Teaching and Scholarship Award, Administrative Outstanding Achievement Award, and Research Grant from the U.S. Department of Education. He received his doctorate degree from The Graduate School at the City University of New York, his MBA degree and an Advanced Professional Certificate from the Stern School of Business, New York University. Prior to joining Arcadia University, Dr. Delener served as Dean of the School of Business at SUNY Old Westbury from August 2006 to December 2011. Dr. Delener had also served as the Director of International Business Studies at St. John's University starting in 1996 and from 1997 to 2005 as Associate Dean for Academic Affairs at the Tobin College of Business at the University. He served as a visiting lecturer at Erasmus University in Rotterdam, the Netherlands as well.



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