



Service Management and Marketing: Managing the Service Profit Logic

Christian Gronroos

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Written by a leading pioneer in the field, the revised and updated fourth edition of this successful text examines service management and management in service competition from the point of view of the service profit logic. It focuses on adopting service logic in the management of service firms as well as of product manufacturers which want to become service providers.

With a wide base of examples, *Christian Grönroos* draws on decades of experience to explain how to manage any organization as a service business and move closer to current and future customers. Service logic and service management are all about customer-focused outside-in management, using current academic research and business practice to make organizations more successful in the service-based economy.

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