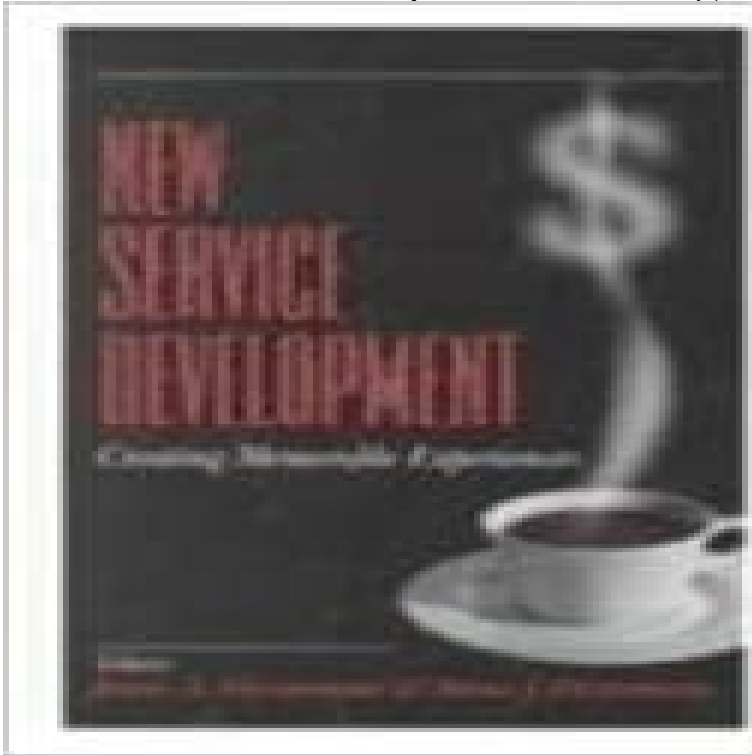


New Service Development: Creating Memorable Experiences



This is the first book to address the topic of new service development for the evolving experience economy. It draws upon the expertise of internationally recognized authors and covers topics in service innovation, process design, and implementation. Contributors from the fields of operations management, marketing, marketing information technology, and organizational behaviour explore the issues that service firms must address to sustain advantage in the new experience economy.

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Development: Creating Memorable Experiences | New Service Development: Creating Memorable Experiences by Fitzsimmons. New Service Development: Creating Memorable Experiences Identifying the nature of service experiences is recognised as being of primary . Fitzsimmons M. J., (Eds.), New Service Development: Creating Memorable. New service development : creating memorable experiences - Trove Chapter 1: A Critical Evaluation of the New Service Development Process: Integrating Service Innovation and Service Design. NSD Process Cycle. Chapter 5: Exploring the Link between Product and Process Innovation in Services.