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Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence

Ching M. Chang

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Service Systems Management and Engineering: Creating Strategic Differentiation and Operational Excellence Ching M. Chang
The ultimate instructional guide to achieving success in the service sector

Already responsible for employing the bulk of the U.S. workforce, service-providing industries continue to increase their economic dominance. Because of this fact, these companies are looking for talented new service systems engineers to take on strategic and operational challenges. This instructional guide supplies essential tools for career seekers in the service field, including techniques on how to apply scientific, engineering, and business management principles effectively to integrate technology into the workplace. This book provides:

- Broad-based concepts, skills, and capabilities in twelve categories, which form the "Three-Decker Leadership Architecture," including creative thinking and innovations in services, knowledge management, and globalization
- Materials supplemented and enhanced by a large number of case studies and examples
- Skills for successful service engineering and management to create strategic differentiation and operational excellence for service organizations
- Focused training on becoming a systems engineer, a critically needed position that, according to a 2009 *Moneyline* article on the best jobs in America, ranks at the top of the list

Service Systems Management and Engineering is not only a valuable addition to a college classroom, but also an extremely handy reference for industry leaders looking to explore the possibilities presented by the expanding service economy, allowing them to better target strategies for greater achievement.

The book was recently awarded the 2011 Best Book Award by the International Association for Management of Technology (IAMOT.)

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