

# **Service Management: Operations, Strategy, Information Technology, 9e**

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## **Chapter by Chapter Changes**

This edition has benefited greatly from thoughtful suggestions from students, colleagues, and reviewers. In particular, we have incorporated emerging technologies throughout the book. We note several changes and additions to this new edition:

**Chapter 1-** A new Service Benchmark in Chapter 1, the Service Economy, features the pioneers of the emerging sharing economy Uber and Airbnb.

**Chapter 2-** Service Strategy, introduces two new topics: recent advances in the mathematical analysis of big data or data analytics and the Internet of Things (IoT), an extension of the Internet into our everyday lives.

**Chapter 3-** The disruptive technology called blockchain based upon the internet currency Bitcoin is explored in Chapter 3, New Service Development, with illustrations of its impact on financial services. The stages of building a service blueprint are illustrated by taking us to a San Francisco Giants baseball game.

**Chapter 7-** Process Improvement, the topic of Lean Service is extended to include value-stream mapping using an example of a loan approval process.

**Chapter 9-** The emerging idea of using multiple sources and distribution methods is captured in the concept of omnichannel supply chain found in Chapter 9, Service Supply Relationships.

**Chapter 11-** Managing Capacity and Demand, the daily workshift scheduling problem is illustrated with a new example, Marin County 911 Response.

**Chapter 14-** The interactive exercise found in Chapter 14, Forecasting Demand for Services, now engages students in a Delphi exercise to forecast the date that a human colony on Mars will be established.

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