



# Service Management: An Integrated Approach to Supply Chain Management and Operations (FT Press Operations Management)

By Cengiz Haksever, Barry Render

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Tie customer-driven strategies to service operations and process management, and sharpen your focus on creating customer value throughout your entire service organization! This comprehensive, multidisciplinary reference thoroughly covers today's most effective theories and methods for managing service organizations, drawing on innovative insights from economics, consumer behavior, marketing, strategy, and operations management. Leading experts Cengiz Haksever and Barry Render provide crucial insights into emerging service operation and supply chain topics, reinforcing key points with up-to-date case studies. *Service Management* contains a valuable chapter-length introduction to linear and goal programming and its services applications; and also addresses many other topics ignored by competitive texts, such as:

- Service SCM methods and approaches
- Focusing on customers and their service purchase behavior
- Service productivity
- Managing public and private nonprofit service organizations
- Vehicle routing and scheduling
- Ethical challenges to SCM

*Service Management* will be an invaluable resource for senior and mid-level managers throughout any service organization, and for students and faculty in any graduate or upper-level undergraduate program in service management, service operations management, or operations management

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## **Editorial Review**

From the Back Cover

### **Customer-Driven, Value-Focused Strategies and Techniques for Managing Service Operations and Supply Chains**

- Comprehensive resources for service operations professionals and students
- Systematically links customer-driven strategies to operations/process management
- Addresses key operational issues including supply/demand management, total quality management, and productivity metrics
- Introduces powerful linear and goal programming applications for service environments

This complete multidisciplinary reference thoroughly illuminates today's most useful theories and methods for managing service organizations. Leading experts Cengiz Haksever and Barry Render provide crucial insights into emerging service operation and supply chain topics, focusing throughout on creating value and satisfying customers.

Haksever and Render begin by clarifying what services are and introducing service management challenges ranging from globalization to ethics. They offer detailed guidance on constructing and operating service systems and a complete and up-to-date primer on tools for managing services well--from forecasting to inventory.

*Service Management* contains important coverage that includes a chapter-length introduction to linear and goal programming for services and a detailed discussion of managing public or nonprofit services.

#### About the Author

**Cengiz Haksever** is a Professor of Management Sciences at the College of Business Administration of Rider University. He received his B.S. and M.S. degrees in Industrial Engineering from Middle East Technical University in Ankara, Turkey, his M.B.A. from Texas A & M University in College Station, Texas, and his Ph.D. in Operations Research from the University of Texas in Austin.

His research interests include service management, supply chain management, operations research, operations management, quality and continuous improvement, and data envelopment analysis. Dr. Haksever's work appeared in *European Journal of Operational Research*, *Journal of the Operational Research Society*, *Computers & Operations Research*, *Computers & Industrial Engineering*, *Journal of Construction Engineering and Management*, *International Journal of Production Economics*, *Journal of Small Business Strategy*, *Journal of Business Ethics*, *Education Economics*, *International Journal of Production Economics*, *International Journal of Information and Management Sciences*, and *Business Horizons*.

He has taught courses in operations management, supply chain management, service operations management, management science, quality assurance, statistics, and regression in undergraduate and M.B.A. programs. He served as examiner and senior examiner for the New Jersey Governor's Award for Performance Excellence. During the 1993-1994 academic year, he was a Fulbright Senior Lecturer at Marmara University in Istanbul, Turkey. At Rider University, he was awarded the Jessie H. Harper Professorship for the academic year of 2000-2001. Dr. Haksever served on the Editorial Advisory Board of

*Computers & Operations Research* and was a guest editor of a special issue of the journal *Data Envelopment Analysis*.

**Barry Render** is Professor Emeritus, the Charles Harwood Professor of Operations Management, Crummer Graduate School of Business, Rollins College, Winter Park, Florida. He received his B.S. in Mathematics and Physics at Roosevelt University and his M.S. in Operations Research and Ph.D. in Quantitative Analysis at the University of Cincinnati. He previously taught at George Washington University, University of New Orleans, Boston University, and George Mason University, where he held the Mason Foundation Professorship in Decision Sciences and was Chair of the Decision Sciences Department. Dr. Render has also worked in the aerospace industry for General Electric, McDonnell Douglas, and NASA.

Professor Render has coauthored 10 textbooks for Prentice Hall, including *Managerial Decision Modeling with Spreadsheets*, *Quantitative Analysis for Management*, *Service Management*, *Introduction to Management Science*, and *Cases and Readings in Management Science*. *Quantitative Analysis for Management*, now in its eleventh edition, is a leading text in that discipline in the United States and globally. Dr. Render's more than 100 articles on a variety of management topics have appeared in *Decision Sciences*, *Production and Operations Management*, *Interfaces*, *Information and Management*, *Journal of Management Information Systems*, *Socio-Economic Planning Sciences*, *IIE Solutions*, and *Operations Management Review*, among others.

Dr. Render has been honored as an AACSB Fellow and was twice named a Senior Fulbright Scholar. He was Vice President of the Decision Science Institute Southeast Region and served as Software Review Editor for *Decision Line* for six years and as Editor of *The New York Times Operations Management* special issues for five years. From 1984 to 1993, Dr. Render was President of Management Service Associates of Virginia, Inc., whose technology clients included the FBI, the U.S. Navy, Fairfax County, Virginia, and C&P Telephone. He is currently Consulting Editor to *Financial Times Press*.

Dr. Render has taught operations management courses in Rollins College's M.B.A. and Executive M.B.A. programs. He has received that school's Welsh Award as leading professor and was selected by Roosevelt University as the 1996 recipient of the St. Claire Drake Award for Outstanding Scholarship. In 2005, Dr. Render received the Rollins College M.B.A. Student Award for Best Overall Course and in 2009 was named Professor of the Year by full-time M.B.A. students.

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