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HOW TO HAVE YOUR CAKE AND EAT IT TOO: AN INTRODUCTION TO SERVICE DESIGN



BIS Publishers B.V. Paperback. Condition: new. BRAND NEW, How to Have Your Cake and Eat it Too: An Introduction to Service Design, J. Margus Klaar, Markko Karu, According to Forrester Research, the tools and principles of service design should be common practice in the board room within 10 years. The vast majority of managers surveyed consider customer experience as the most important battle ground for competitive advantage. The process of designing services is very specific to each individual business. However,...

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- Authored by J. Margus Klaar, Markko Karu
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