

Taking The Pulse Of Economic Development

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Excellent service is the key to business success! Identifying trends and opportunities in the modern service economy and providing tips on how to actively shaping the future: This is what the various chapters of this volume set out to do. Find a collection of factual observation, empirical data and expert opinions on trends and perspectives on the future of services that can inspire strategy development and decision making in research, politics and business. The basis is the second international survey of "MARS" (International Monitoring of Activities and Research in Services). Highlights - Linking-up of economics, science and politics - Connecting to international trends - Creating market and opinion leadership EAN/ISBN : 9783446428317 Publisher(s): Hanser Fachbuchverlag Discussed keywords: Dienstleistungsunternehmen, Servicemanagement, Wirtschaftsentwicklung Format: ePub/PDF Author(s): Spath, Dieter - Ganz, Walter

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