

Understanding Services Management: Integrating Marketing, Organisational Behaviour, Operations and Human Resource Management



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Reviews

Extremely helpful to all type of individuals. It really is basic but excitement inside the 50 % of the pdf. Its been designed in an remarkably basic way and is particularly only right after i finished reading through this book in which basically transformed me, change the way i believe.



(Agustina Treutel)

UNDERSTANDING SERVICES MANAGEMENT: INTEGRATING MARKETING, ORGANISATIONAL BEHAVIOUR, OPERATIONS AND HUMAN RESOURCE MANAGEMENT



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