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James A. Fitzsimmons, Mona J. Fitzsimmons, Sanjeev Bordoloi

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The eighth edition continues to acknowledge and emphasize the essential uniqueness of service management. The text is organized in four parts: *Part One: Understanding Services*, which provides a historical context as well as distinguishes the distinctive characteristics of service operations; *Part Two: Designing the Service Enterprise*, which covers designing the service enterprise to support the competitive strategy; *Part Three: Managing Service Operations* that details topics such as Managing Capacity, Demand and Waiting Lines and Service Supply Relationships and; *Part Four: Quantitative Models for Service Management* that addresses forecasting and managing service inventory.

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