

# Winning The Service Game By Benjamin Schneider

By Benjamin Schneider

Winning the Service Game has 4 ratings and 0 reviews. Winning the Service Game details an explicit set of rules by which organizations can meet customer

Abstract. The article reviews the book Winning the Service Game, by Benjamin Schneider and David E. Bowen.

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Winning the Service Game. Benjamin Schneider, Winning the Service Game. Schneider, Benjamin; Bowen, David Earl. Published by Harvard Business Press (1995)

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Schneider, Benjamin, Susan S. White, Schneider, Benjamin and David E. Bowen ( 1995), Winning the Service Game. Cambridge, MA: Harvard Business School Press.

Biographical information about Benjamin Schneider People. Benjamin Schneider is an author. born in 1938 (77 years ago) written works: "Service quality", "Winning

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This book presents over 50 explicit rules for creating and managing a culture

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