



Improving Service Quality in the Global Economy: Achieving High Performance in Public and Private Sectors, Second Edition

Michael Milakovich

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
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Within American service sector organizations there exists a gap between understanding customer service quality improvement (QI) theories and applying them. *Improving Service Quality in the Global Economy: Achieving High Performance in Public and Private Sectors, Second Edition* fills that gap by presenting theory, application models, and cases of successful customer service QI efforts in both the public and private sectors. The book emphasizes the selection and development of strategies for quality improvement in regulated public non-market-driven services such as education, government, and healthcare.

This revised edition promotes managerial thinking that integrates QI and Knowledge Management (KM) concepts with leadership principles that enable effective responses to the changing demands of the global economy. The text provides step-by-step guidelines, recommendations, and action plans for implementing quality improvements in service sector industries, which now generate two-thirds of America's GDP.

Throughout this volume, cases of successful QI efforts in service industries complement major points in each chapter, offering profiles of global service quality leaders that serve as examples to organizations in the public sector. Current and future managers will gain insight into how the global service quality revolution effects their daily work environments, inspiring improvement in products, services, and support that American companies provide to markets worldwide.

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