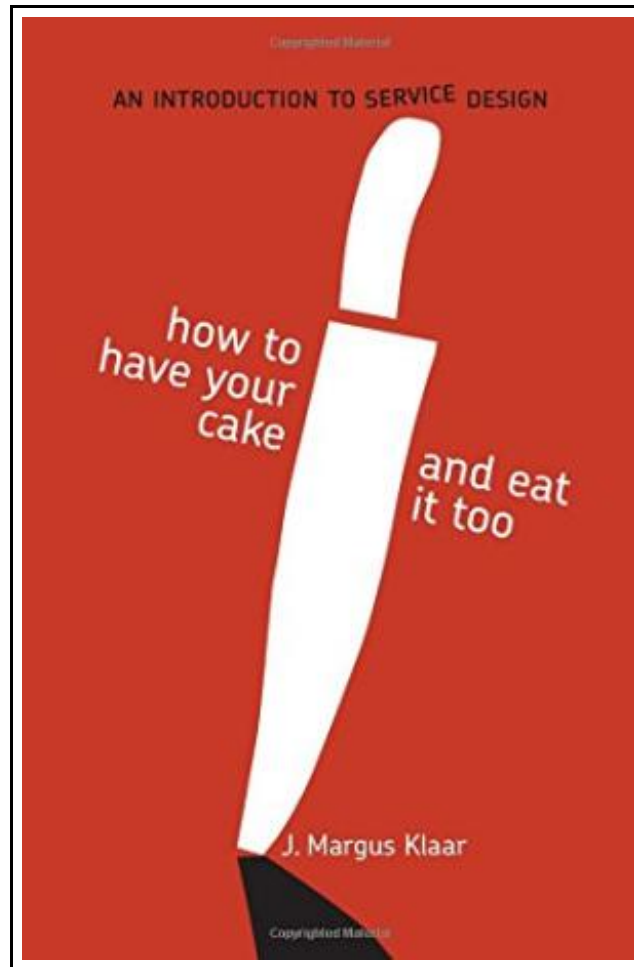


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## HOW TO HAVE YOUR CAKE AND EAT IT TOO: AN INTRODUCTION TO SERVICE DESIGN

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BIS Publishers B.V. Paperback. Book Condition: new. BRAND NEW, How to Have Your Cake and Eat it Too: An Introduction to Service Design, J. Margus Klaar, Markko Karu, According to Forrester Research, the tools and principles of service design should be common practice in the board room within 10 years. The vast majority of managers surveyed consider customer experience as the most important battle ground for competitive advantage. The process of designing services is very specific to each individual business. However, discovering what people actually want and value, is a universal process. This process of discovery is the subject of this book. Service design, by organizing business from the customer's perspective, can help save considerable amounts of money in marketing while at the same time building a stronger brand. Hence the title: You Can Have Your Cake and Eat It Too. There are only a handful of books about service design on the market. One of the leading titles is BIS Publishers This is Service Design Thinking. But these books are either quite academic or they cover the subject in an all encompassing way and are therefore more suited for the service design practitioner than for the general business reader. You Can Have Your Cake and Eat It Too is written in the spirit of the 80-minute MBA. The perfect book for all business readers who are looking for an accessible introduction to the topic: short, concrete with tangible benefits clearly defined. The primary market is marketing people in larger organizations and senior executives in small and medium businesses. The secondary market are designers and people in advertising. Service design offers a method to be more valuable to clients and to reach higher up in client organizations.



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