

Reading list for Introduction to service management, (SMMX11) 7,5 credits

The reading list was approved by the Board of the Department of Service Studies 2023-05-24, revised 2023-06-12.

The reading list is valid from 2023-08-28.

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- Fisk, Raymond P.; Brown, Stephen W. & Bitner, Mary Jo. (1993). Tracking the evolution of the services marketing literature, *Journal of Retailing*, 69(1): 61-103. Doi.org/10.1016/S0022-4359(05)80004-1
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Doi:10.1177/1094670520908929
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Total amount of pages: approx. 740