

Reading list for Introduction to service management, 7,5 hp (SMMV11)

The reading list was approved by the Board of the Department of Service Management and Service Studies 2019-04-24, latest revised 2020-05-11.

The reading list is valid from 2020-08-31.

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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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- Grönroos, Christian & Ravald, Annika. (2011). 'Service as business logic: implications for value creation and marketing', *Journal of Service Management*, 22(1): 5-22. [Doi: 10.1108/09564231111106893]
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