



## Handbook of Service Business

### Management, Marketing, Innovation and Internationalisation

Research Handbooks in Business and Management series

Edited by John R. Bryson, Professor of Enterprise and Economic Geography, Birmingham Business School, University of Birmingham and the late Peter W. Daniels, formerly Emeritus Professor of Geography, School of Geography, Earth and Environmental Sciences, University of Birmingham, UK

Service business accounts for more than 75 per cent of the wealth and employment created in most developed market economies. The management and economics of service business is based around selling expertise, knowledge and experiences. This Handbook contributes to on-going debates about the nature of service business and the characteristics of service-led economies by exploring disciplinary perspectives on services, services and core business processes and the management of service business. A series of case studies are also provided. The volume pushes back the frontiers of current critical thinking about the role of service business by bringing together eminent scholars from economics, management, sociology, public policy, planning and geography.

'This book presents the newest research on service business from an economic, production and geographical perspective. It contains profound analyses and new approaches. New business trends, internationalization and economic development of service industries are analyzed, as are managerial and innovation issues. The book is a much needed supplement to the current widespread focus on service marketing and Service Dominant Logic. It is highly recommended to all academics, students and practitioners dealing with service business and industrial policy.'

– Jon Sundbo, Roskilde University, Denmark

'The Handbook of Service Business by John R. Bryson and Peter W. Daniels would be an excellent source of readings for an advanced undergraduate class or multidisciplinary doctoral seminar on service economics. As a bonus the Handbook includes a wealth of suggestions for future research.'

– James Fitzsimmons, The University of Texas at Austin, US

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