



Service Breakthroughs

By James L. Heskett

SIMON SCHUSTER, United States, 2007. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What Do Citicorp, UPS and Marriott have in common? They are breakthrough service providers, firms that changed the rules of the game in their respective industries by consistently meeting or exceeding customer needs and expectations. To find out how these companies do it, service management experts James Heskett, Earl Sasser, and Christopher Hart put the question to the chief executive officers of fifteen of America s leading service firms attending a workshop at the Harvard Business School. Breakthrough leaders, they discovered, think very differently about their businesses than do their competitors, in distinct and well-defined ways. Now, in Service Breakthroughs, based upon five years of exhaustive research in fourteen service industries, Heskett, Sasser, and Hart show exactly what enables one or two companies in each industry to constantly set new standards for quality and value that force competitors to adapt or fail. At the heart of breakthrough performance, the authors contend, is a sometimes intuitive but thorough understanding of the self-reinforcing service cycle that replaces traditional management of trade-offs. The cycle is a paradigm derived from the...



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