

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

The reading list was approved by the Board of the Department of Service Management and Service Studies 2019-04-24, latest revised 2022-06-08.

The reading list is valid from 2022-08-29.

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- Gummesson, Evert & Grönroos, Christian. (2012). The emergence of the new service marketing: Nordic School perspectives, *Journal of Service Management* 23(4): pp. 479-497.
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- Warhurst, Chris; Nickson, Dennis; Witz, Anne & Cullen, Anne Marie. (2000). Aesthetic labour in interactive service work: some case study evidence from the "new Glasgow", *The Service Industries Journal*, 20(3): pp. 1-18. Doi.org/10.1080/02642060000000029
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Total amount of pages: approx. 900