



# New Service Development: Creating Memorable Experiences

*James A. Fitzsimmons, Mona J. Fitzsimmons*

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This is the first book to address the topic of new service development for the evolving experience economy. It draws upon the expertise of internationally recognized authors and covers topics in service innovation, process design, and implementation. Contributors from the fields of operations management, marketing, marketing information technology, and organizational behaviour explore the issues that service firms must address to sustain advantage in the new experience economy.

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