

How to Have Your Cake and Eat it too: A Short Introduction to Service Design: An Introduction to Service Design (Kapak Değişebilir) By Margus J. Klaar How to Have Your Cake and Eat it too: A Short Introduction to Service Design: An Introduction to Service Design (Kapak Değişebilir) love it! 112 pages Very nice introduction to Service Design good for students.

The vast majority of managers surveyed consider customer experience as the most important battleground for competitive advantage. The process of designing services is very specific to each individual business. However discovering what people actually want and value is a universal process. 112 pages Libro molto scorrevole sui principi del service design che mostra metodi di lavoro ed esempi validi da seguire. Presenta inoltre dei qr code con dei collegamenti a dei link di approfondimento sul tema: 112 pages It's very high level but it's a good starting point if you're interested in the discipline. This process of discovery is the subject of this book. 112 pages Good. Consigliato. Small disappointment: no cake nor cake recipe included. 112 pages

