Reading list for Service Management: Theory – Development and Traditions 15 hp, SMMS10.

Preliminary version

Book about writing literature reviews, ca 200 pages
Choose one of four:

Literature review I

*Historical Ideas on the Nature of Service (110 pp.)*

*Contemporary Ideas on the Nature of Service (100 pp.)*

*The Service Encounter (110 pp.)*

Servicescape (80 pp.)

*Internal and Relationship Marketing (Nordic School) (60 pp.)*

*Emotional and Aesthetic Labor (130 pp.)*


Total amount of pages: ca 1500