Reading list for Service Management: Theory – Development and Traditions, 15 hp, SMMS10.
The reading list was approved by the Board of the Department of Service Management and Service Studies 29 August, 2016.

The reading list is valid from 29 August 2016.

Literature – part one of the course (about 1250 pp.)

1. Choose among one of these four textbooks on making a literature review (about 200 pp.):

2. Books in the philosophy of science (about 350 pp.)

Literature review I

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

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


5. The Service Encounter (110 pp)


6. Servicescape (80 pp.)


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


8. Emotional and Aesthetic Labor (130 pp.)


9. Critical Perspectives on Service Management and Service Work (130 pp.)


Literature – part two of the course (about 1000 pp.) LOGISTICS


Additional literature, about 500 pages.

Literature – part two of the course (about 1000 pp.) TOURISM


Additional literature, about 590 pages.

Literature – part two of the course (about 1000 pp.) RETAIL


Hietanena, J; Mattila, P; Schouten, J.W; Sihvonen, A & Toyoki, S (In press) ‘Reimagining society through retail practice’, *Journal of Retailing*. doi:10.1016/j.jretai.2016.05.005


Peñaloza, L (1999) 'Just doing it: a visual ethnographic study of spectacular consumption
behavior at Nike Town’, Consumption, Markets and Culture, 2(4), 337-400.

Additional literature about 850 pp.

Total amount of pages: ca 1500