

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



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In this book we describe the design of services from a systems perspective. In this systems perspective we explain three elements of the service system that have to be balanced: the service concept with the value proposition to the users; the organisational network in which stakeholders have to cooperate to develop and deliver the service; and the technical architecture that uses information and communication technologies to deliver the content." These three main elements of a service system are described in detail, and illustrated with examples of services from different domains. The elements are integrated into a methodology that describes how to design, implement and test mobile service systems. The trend is that service systems will become time and place independent and at the same time context dependent.