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Service
Blueprinting: An
Effective Approach
for Targeting
Critical Service
Processes – With
a Case Study in a
Four-Star
International
Hotel

Arash Shahin

Abstract

While techniques such as service

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Reading Tools

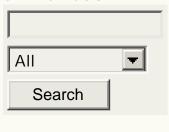
Service Blueprinti...

Shahin

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blueprinting has been used mostly for analysis of a single service process, its application in targeting and selecting critical

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