

## Service Operations Management Johnston Clark

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Robert Johnston is Professor of Operations Management at Warwick Business School. Graham Clark is Senior Lecturer in Operations Management at Cranfield School of Management and Director of the Executive MBA Programme.

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IJOPM 19,2 104 Service operations management: return to roots Robert Johnston Warwick Business School, University of Warwick, Coventry, UK  
Keywords Management theory, Operations management, Service operations Abstract Over the last 20 years we have witnessed the emergence of a large-scale, world-wide academic movement concerned with the management of services.

Service operations management: return to roots

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