



## Service is Front Stage (INSEAD Business Press)

*James Teboul*

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# Service is Front Stage (INSEAD Business Press)

*James Teboul*

**Service is Front Stage (INSEAD Business Press)** James Teboul

This book contains a simple but powerful definition of services based upon a separation between back-stage and front-stage activities. Services deal with front interactions, production and manufacturing with back-stage operations. Teboul uses this distinction to systematically explore the important issues of the field.

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