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## Service Management For Dummies

By Judith Hurwitz, Robin Bloor, Marcia Kaufman, Fern Halper

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BRAND NEW, Service Management For Dummies, Judith Hurwitz, Robin Bloor, Marcia Kaufman, Fern Halper, A plain-English guide to managing IT from the customer's perspective

\* Practical guidance on delivering and managing IT so that it meets the multiple needs and demands of a company and its customers and end-users--both inside and outside the organization--is hard to come by; this accessible book takes a common-sense approach that explains exactly what IT services are and how to fit them most effectively into a business \*

Topics include setting a framework, keeping costs down, improving efficiency, and maintaining standards and best practices \* This concept of how IT should be wired specifically into the goals and need of the company and its customers is part of a broader picture that includes ITIL, BPM, SOA, and Six Sigma Marcia Kaufman (Waltham,MA) is a founding partner of Hurwitz & Associates with 20 years of experience in analytics, business strategy, and industry research in business technology. Fern Halper (Waltham, MA) is a founding partner of Hurwitz & Associates and has more than 20 years of experience in data analysis, business analysis, and strategy development.



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