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Abstract. The article reviews the book Winning the Service Game, by Benjamin Schneider and David E. Bowen.

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\* Schneider, Benjamin, 1938-, Winning the service game / Benjamin Schneider y David E. Bowen., , Boston, Service management : operations, strategy,

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Schneider, Benjamin, Susan S. White, Schneider, Benjamin and David E. Bowen ( 1995), Winning the Service Game. Cambridge, MA: Harvard Business School Press.

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Biographical information about Benjamin Schneider People. Benjamin Schneider is an author. born in 1938 (77 years ago) written works: "Service quality", "Winning

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