



Service Management: Operations, Strategy, Information Technology

By James A. Fitzsimmons

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Editorial Review

About the Author

James A Fitzsimmons received a B.S.E. in industrial engineering from the University of Michigan, an MBA from Western Michigan University, and a Ph.D. with distinction from the University of California at Los Angeles. His research in the area of emergency ambulance location won the Stan Hardy Award in 1983 for the best paper published in the field of operations management. A computer program, referred to as CALL, has been used by major cities worldwide to plan emergency ambulance systems. Consulting assignments include the RAND Corporation; the U.S. Air Force; the cities of Los Angeles, Denver, Austin, Melbourne, and Auckland; the Texas comptroller; General Motors; La Quinta Motor Inns; Greyhound; TRICON Restaurants International; and McDonald's. Teaching experience includes faculty appointments at the University of California at Los Angeles, California State University at Northridge, the University of New Mexico, Boston University Overseas Graduate Program, California Polytechnic State University at San Luis Obispo, and the Helsinki School of Economics and Business. He is a registered professional engineer in the state of Michigan and has held industrial engineering positions at Corning Glass Works and Hughes Aircraft Company. He served in the U.S. Air Force as an officer in charge of base construction projects. Mona Fitzsimmons A graduate of the University of Michigan, received her undergraduate degree in journalism with major supporting work in chemistry and psychology. Her graduate work was in geology and she has taught in public and private schools and at the university level. She has done writing and editing for the Encyclopaedia Britannica Education Corporation and for various professional journals and organizations. With James Fitzsimmons she edited New Service Development: Creating Memorable Experiences published in 2000 by Sage Publications. Her nonprofessional activities have included volunteer work for the Red Cross aquatics program and in wildlife rehabilitation. She has particular interests in the areas of environmental issues and the responsibilities of patients and physicians in health care

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