

Service Management and Marketing: Managing the Moments of Truth in Service Competition



Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no

conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

[\[PDF\] Standards and Practice for Instrumentation: Manometer Tables \(Standards & practices for instrumentation & control\)](#)

[\[PDF\] Happiness is Self-Respect: Earn it by Purging Your Natural Energy](#)

[\[PDF\] Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave](#)

[\[PDF\] My Science Book of Electricity](#)

[\[PDF\] How Come the Best Clues Are Always in the Garbage? \(A Stevie Diamond Mystery\)](#)

[\[PDF\] Toxic Sludge is Good for You!: Lies, Damn Lies and the Public Relations Industry by Stauber, John, Rampton, Sheldon, Strauber, John \(1995\) Paperback](#)

[\[PDF\] Divine Sex: The Tantric & Taoist Arts of Conscious Loving](#)

Service Management and Marketing: Managing the Moment of Truth Read Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in organization & management) book reviews & author **Gronroos, C. (1990) Service Management and Marketing - OALib** Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in organization & management) by Christian Gronroos at **From Scientific Management to Service Management - IEI** Get this from a library! Service management and marketing : managing the moments of truth in service competition. [Christian Gronroos] **Service management and marketing : managing the moments of** Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in organization & management) (Ingles) Tapa dura abr **Service Management and Marketing: Managing the Moment of Truth** 1990, English, Book, Illustrated edition: Service management and marketing : managing the moments of truth in service competition / Christian Gronroos. **Service Management and Marketing: Managing the Moment of Truth** Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series. Document about **Service management and marketing : managing the moments of** **Service Management and Marketing: Managing the Moments of** Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series. Document about **Service Management and Marketing: Managing the Moment of Truth** : Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in Organization and Management Series) **none** Service Management And Marketing Managing The Moment Of Truth In Service Competition Issues In Organization And Management Series. Document about **Service Management and Marketing: Managing the Moments of** Start by marking Service Management and Marketing: Managing the Moments of Truth in Service Competition as Want to Read: Want to Read saving Want to **Managing the Moments of Truth** Service Management and Marketing: Managing the Moments of Truth in Service Competition. Front Cover. Christian Gronroos. Lexington Books, Jan 1, 1990 **Service Management and Marketing: Managing the Moment of Truth** competition, i.e. that have to understand and manage service elements in their customer management, marketing, operations, organizational theory and human Carlzon, J. (1987), Moments of Truth, Ballinger, Cambridge, MA. Chase **Service Management and Marketing: Managing the Moment of Truth** Service Management and Marketing: Managing the Moments of Truth in Service Competition [Christian Gronroos] on . *FREE* shipping on **Service management and marketing : managing the moments of** Managing quality is an integral part of service management (not a separate Marketing Managing the Moments of Truth in Service Competition, Lexington Buy Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in Organization and Management Series) by Christian **Service Management and Marketing: Managing the Moment of Truth** Service Management and Marketing. Managing the Moments Of Truth in Service Competition. Massachusetts-USA: Lexington Books. Version en espanol **From Scientific Management to Service Management: A** **Service Management And Marketing Managing The Moment Of** managing the moments of truth in service competition. Christian Industrial & Management Published: (1996) The management and marketing of services **Service Management and Marketing: Managing the Moment of Truth** Christian - Service Management and Marketing: Managing the Moment of Truth in Service Competition jetzt kaufen. ISBN: 9780669200355, Fremdsprachige **Service management and marketing : managing the moments of** Christian - Service Management and Marketing: Managing the Moments of Truth in Service Competition jetzt kaufen. ISBN: 9780029463987, Fremdsprachige **Service Management and Marketing: Managing the Moments of** NOTE: This paper draws broadly from Service Management and Marketing: moments of

truth in service competition by Christian Gronroos, (DC Heath: **Service Management And Marketing Managing The Moment Of** Gronroos, C. (1990) Service Management and MarketingManaging Moments of Truth in Service Competition. Lexington Books, Lexington **Service Management and Marketing: Managing the Moments of** Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in Organization and Management Series) [Christian **Service Management and Marketing: Managing the Moment of Truth** Service Management and Marketing: Managing the Moment of Truth in Service Competition: 1st (First) Edition [Christian Gronroos] on . *FREE* **Service Management and Marketing: Managing the Moments of** Buy Service Management and Marketing: Managing the Moments of Truth in Service Competition by Christian Gronroos (ISBN: 9780029463987) from Amazons **Service Management and Marketing: Managing the Moment of Truth** Service Management and Marketing: Managing the Moment of Truth in Service Competition (Issues in Organization and Management Series). Gronroos **Service Management and Marketing: Managing the Moment of Truth** Service Management and Marketing: Managing the Moments of Truth in Service Competition. Front Cover. Christian Gronroos. Lexington Books, 1990 **Service Management And Marketing Managing The Moment Of** Club, characterized by an innovative quality management approach. Key words 1, pp. 3-11. Gronroos C., (1990), Service management and marketing: Managing the moments of truth in service competition, Lexington Books Lexington, MA.