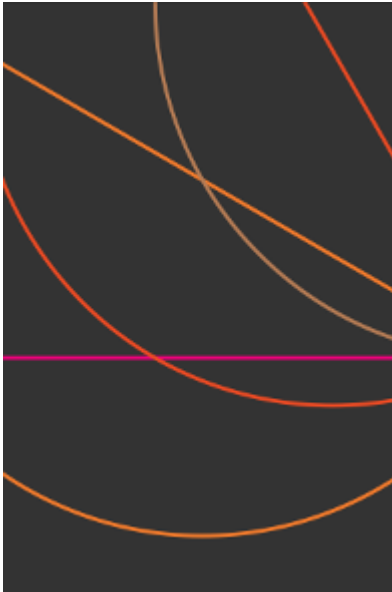


1. Authors



Mikaël Lemarchand

Praticien-ne

Mikaël Lemarchand, stations manager, has been a member of Eurostar management since 2012, and has been interested in transport and mobility - and travel behaviors more specifically - for over 15 years. Fascinated by the issue of service and passenger experience, Mikaël believes that only by making inroads into other disciplines - like geography, with Tim Cresswell - will allow practitioners to give shape to what appears to be “mass customization” of service.

Publications with the Forum



Ne pas dépasser la ligne !

Publication by Tim Cresswell, Mikaël Lemarchand, Géraldine Lay