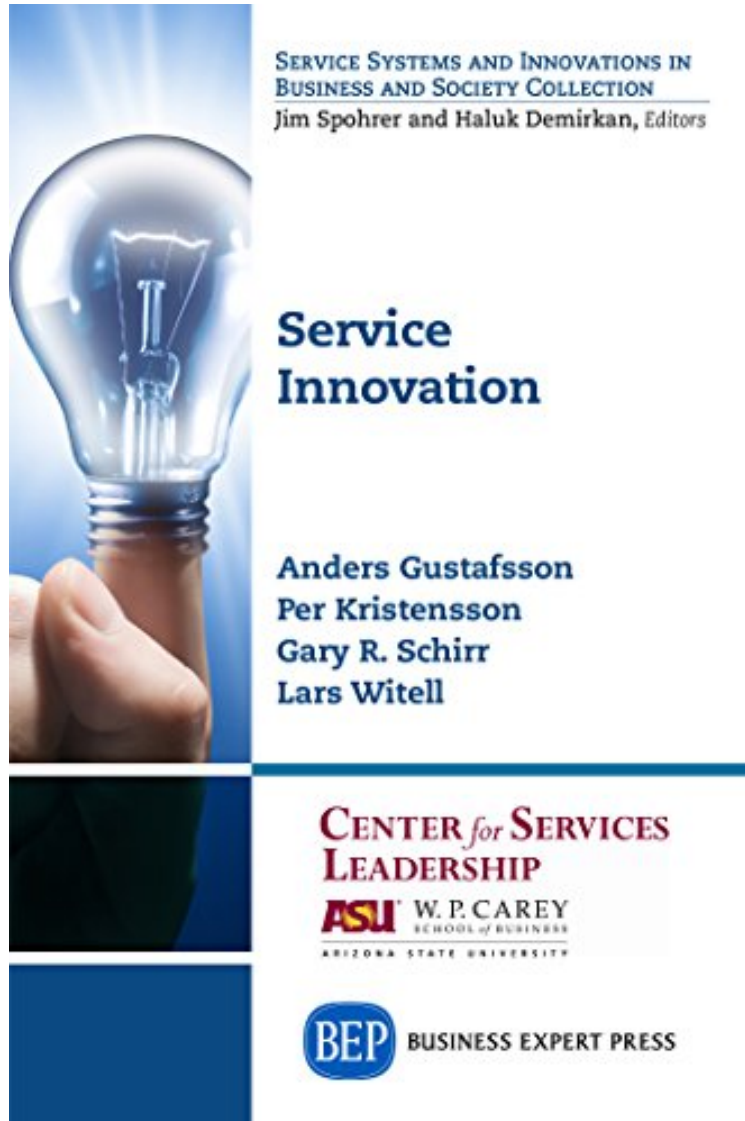


Service Innovation

Anders Gustafsson, Per Kristensson, Gary R. Schirr, Lars Witell
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Anders Gustafsson, Per Kristensson, Gary R. Schirr, Lars Witell : Service Innovation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Service Innovation:

1 of 1 people found the following review helpful. This is an excellent read (even though it's a serious business book)! By Maria Granovsky The authors have done the nearly impossible - made an academic business book about the value-creation potential of service into an enjoyable read, with immediate real-world applicability. The book surveys multiple case studies, and presents the results in a logical and highly engaging way. The thesis here is that, instead of looking at service as a cost sink, companies - even those that consider themselves to be primarily producers of physical

goods - should view service as an innovative and valuable interface with their customers. In doing so, service can allow customers to become active participants in the company's innovation, and drive a virtuous cycle of both value creation and increased customer loyalty. Thus, companies with a systematic and structured way to capture service innovation are poised to outpace the competition. This book is almost universally applicable. Even if you sell widgets to other companies, those companies are your customers, and can provide innovation-driving feedback. At the end of each chapter, the authors include a series of action questions, which invite the reader to consider how the issues presented in that chapter may relate to the reader's own business. For example, pondering these questions made me realize that many of the ideas here could be helpful in innovating the business I'm familiar with, the law firm, while a friend with whom I discussed this book saw its applicability to cosmetics manufacturers. In short, this book is a very good investment of your time.

0 of 0 people found the following review helpful. Service Innovation is an amazing book-- I'm a developer and I've worked for several ...By seotownsend Service Innovation is an amazing book-- I'm a developer and I've worked for several startups that I think could have benefitted from reading it! The information in this book is both practical and easy to read, with plenty of real world examples and case studies to learn from. Could not recommend this book more highly to anyone looking to innovate.

2 of 3 people found the following review helpful. Service IS marketing By MarkWSchaefer An interesting and necessary book. Today service IS marketing, an essential touchpoint in a tangled customer journey.

All the world's most advanced economies are dominated by service. The service sector also employs the largest number of people and it is the fastest growing sector, both in number of companies and employees. The questions posed in the book are: (1) How is it growing; (2) what are these new service innovations; (3) what are the drivers; and (4) how can organizations work with service innovations in a structured way? The book views service as the value-creating activity that customers perform in their own context. The role of a company is to provide the resources and knowledge to enable value creation. Based on this view, we develop a model of service innovation and develop guidelines for what is required from the organizational perspective; how should an organization view its customers in order to be successful, what does a service development process look like, and how to transform an organization that has a product focus to a service or solution provider.

About the Author Anders Gustafsson is a professor of business administration in the CTF-Service Research Center at Karlstad University, Sweden and holds a part-time position as a professor in marketing at BI Norwegian School of Business, Norway.; Per Kristensson is professor at the CTF-Service Research Center, at Karlstad University, Sweden and is a visiting professor at Norwegian School of Economics (NHH) in Bergen, Norway.; Gary R. Schirr is associate professor of marketing at Radford University.; Lars Witell is a professor at the CTF - Service Research Center at Karlstad University, Sweden and holds a position as professor of business administration at Linköping University, Sweden.