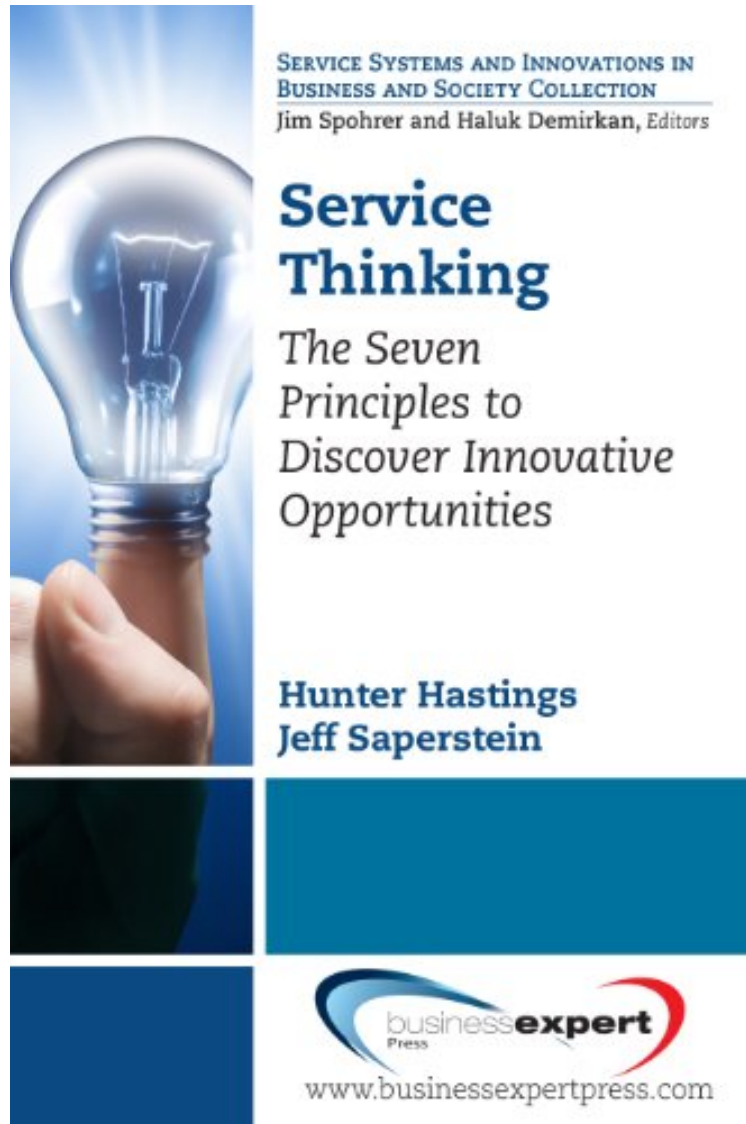


Service Thinking: The Seven Principles to Discover Innovative Opportunities

Hunter Hastings, Jeff Saperstein
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that want to drive sales growth in an increasingly competitive and commoditized marketing environment. It carefully sets the stage with clearly thought-through background and case studies and provides a game plan for the Service Thinking that is essential in business today to differentiate product and service offerings, develop strong, loyal customer and client relationships and most importantly to increase sales and profits. The authors drew on their strong experience to present a concept that might look rather obvious on the surface, but gives the reader the needed motivation and a simple approach to taking action both as an individual and within their business organization. 0 of 0 people found the following review helpful. The Common Sense of Austrian Economics Applied By Frances Some principles of Austrian School of Economics play big roles in Hasting's Service Thinking. Only individuals act. Price is not cost. Service is not product. Subjectivity rules. Buyers and sellers co-create winning values in exchanges. Trades are win-win. Humans act to put themselves in better positions. Prediction is neither possible nor desirable. Chaos, adaptability, creativity and empathy are man's lot for the better. Aggregates and formulae are irrelevant. 1 of 1 people found the following review helpful. Excellent book! By bennet g bloom A must read for anyone who's serious about business. Interesting insight and really well written in a way to understand.

This is a must-read for anyone trained in traditional process improvement or business architecture. In surprisingly clear language this book lays out the essentials of service thinking, and how the service paradigm transforms the way in which organizations innovate on behalf of their customers. It shifts the focus from product to experience, from one-sided production to co-creation of value, from the simply measurable to the emotional. I intend to buy a copy for every member of my team — Dart Lindsley, Cisco Sr. Manager of Transformation Planning and Analysis This book will introduce you to Service Science, Management and Engineering (SSME) — a term introduced by IBM to describe service science, which is the application of science, management, and engineering disciplines to tasks that one organization beneficially performs for and with another. The authors detail the disciplines, principles, insights and tools of SSME that are now ready to transition to the mainstream business world with transformative effect. They coin the new term "Service Thinking" to communicate this mainstream business transformation. It includes expository case histories of the service thinking-based transformation of familiar businesses, illustrating the seven principles of service thinking, with compelling examples and clear direction for application.

About the Author San Francisco, CA; adjunct faculty; Hult International Business School