

Made To Serve How Manufacturers Can Compete Through Servitization And Product Service Systems

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marketing high profit product service solutions addresses one of the most exciting and growing strategic marketing opportunities facing product and service companies bundling many customers want bundled products and services which represent integrated solutions to their problems rather than buying individual products and services piecemeal and if you become that supplier it can transform a company there are many outstanding examples magna international grew in several stages from a supplier of

basic individual auto parts to a company manufacturing a product service super bundle ultimately sourcing and assembling the entire car itself ge developed their business involving the supply of medical imaging machines to hospitals to become a super bundler of complete hospital radiological floor imaging operations planning installation and integration ibm transformed their position as a supplier of individual hardware software and peripherals to companies into a product service solution bundler of increasing complexity and finally into the super bundle of bpo business process outsourcing representing an outsourced and complete integrated it solution set for clients entire global operations roger more explores what was learned by these leading companies amongst others when they transformed their market strategies to become bundlers of complex integrated customer solutions over many years the author has developed and tested new concepts maps and tools for use by a wide variety of managers in developing strategies for these bundled product service solutions his book now offers these maps and tools to all who invest in a copy

an industrial product service system is characterized by the integrated and mutually determined planning development provision and use of product and service shares including its immanent software components in business to business applications and represents a knowledge intensive socio technical system meier roy seliger 2010 since the first conference in 2009 the cirp international conference on industrial product service systems has become a well established international forum for the review and discussion of advances research results and industrial improvements researchers from all over the world have met at previous ips2 conferences in cranfield 2009 linköping 2010 braunschweig 2011 and tokyo 2012 in 2013 the 5th cirp international conference on industrial product service systems is held in bochum important topics of ips2 research presented at the conference are planning and development sustainability business models operation service engineering knowledge management ict modeling and simulation marketing and economic aspects as well as the role of the human in ips2

this book investigates the potential contribution that a strategic design approach can make to stimulating and supporting the societal embedding of sustainable psss product service systems a new strategic design role thus emerges a role in which the ideation and development of sustainable pss concepts is coupled with the designing of appropriate transition paths sequence of socio technical experiments to gradually incubate introduce and diffuse these concepts the book also outlines the new design

approach and capabilities needed by strategic designers project managers and consultants to operate at such a strategic level on a more operational point of view the work presents a practical how to do design process and associated guidelines to support practitioners in designing and managing the societal embedding process of sustainable pss innovations

i expect the jossey bass handbook will be a basic reference and source of numerous ideas and guidance for practicing managers leaders students and teachers in this field for years to come it belongs on the bookshelf of every leader and manager of a nonprofit organization dennis r young mandel professor of nonprofit management and governing director mandel center for nonprofit organizations case western reserve university herman and his associates have created a book that organizes a complex topic in a sensible and accessible way nationally recognized experts expand the reader s perception well beyond narrow managerial issues but the managerial meat is here too whether for reference or teaching purposes a better set of topics and authors on nonprofit leadership and management is difficult to imagine bradford h gray executive director program on non profit organizations ponpo yale university the leading experts in the nonprofit field describe effective practices in all the distinctive and important functions processes and strategies of nonprofit leadership and management based on up to date research theory and experience this comprehensive volume offers practical advice on every aspect of managing nonprofit organizations including board development strategic planning lobbying marketing government contracting volunteer programs fund raising financial accounting compensation and benefits programs risk management and much more

a text that successfully bridges the gap between academic theorizing and practitioner applicability because it uses multiple real world examples mini cases of management techniques to illustrate the well researched academic theoretical foundations of the book creativity and innovation management a complete and useful treatment of the domain of product and service decisions this book is unique in its treatment dealing with product and service portfolio evaluation new product service development and product service elimination in an integrated manner enlivened by many mini cases the book provides a soup to nuts approach that will prove very attractive for students and be a valuable reference for managers as well highly recommended gary l lilien distinguished research professor of management science penn state university product

and services management psm is a welcome up to date summary of the key issues facing firms in developing and refreshing their portfolios the examples and cases bring the academic arguments clearly into focus and demonstrate the crucial role of psm in leading the overall strategy of the firm professor graham hooley senior pro vice chancellor aston university birmingham managers responsible for and students interested in product portfolio decisions previously had to consult several sources for obtaining up to date information books on new product development articles on service development readers on product management and frameworks for product evaluation and termination with the book product and services management the reader obtains four in one avlonitis and papastathopoulou reveal in a compelling and comprehensive manner why product decisions are the cornerstone of modern marketing and business and illustrate the theory with numerous mini cases from europe and elsewhere a must read for everyone with a passion for products dr erik jan hultink professor of new product marketing delft university of technology this book provides a holistic approach to the study of product and services management it looks at the key milestones within a product s or service life cycle and considers in detail three crucial areas within product management namely product service portfolio evaluation new product service development and product service elimination based on research conducted in europe and north america this book includes revealing cases studies that will help students make important connections between theory and practice the pedagogical features provided in each chapter include chapter introduction summary questions and a further reading section additional material for instructors include powerpoint slides and indicative answers to each chapter s questions this book is written for undergraduate and postgraduate students of business administration who are pursuing courses in marketing product portfolio management new product development and product policy

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