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# Innovating in a Service-Driven Economy: Insights, Application, and Practice

*Richard Cuthbertson, Peder Inge Furseth, Stephen J. Ezell*

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**Richard Cuthbertson, Peder Inge Furseth, Stephen J. Ezell : Innovating in a Service-Driven Economy: Insights, Application, and Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovating in a Service-Driven Economy: Insights, Application, and Practice:

The global digital revolution has changed consumer society, service expectations, and funding models forever. Value Driven Service Innovation explores these changes from the perspectives of leading thinkers and practitioners in the field of innovation today.

'The SIT model is a comprehensive yet intuitive model for developing innovation. I have applied the model in various ways: both as a basis for meetings globally, and as a tool for developing my company's strategy. The model has been great for both purposes. It incorporates the view of the service society better than previous models I have applied.' - Peter T. Thomson, Founder and CEO of EDI-Soft 'For many of us, great service is a natural and intuitive skill, so it is useful and thought-provoking to have such a well-researched and thought out model as the Service Innovation Triangle to provide some structure and theoretical basis, particularly in a world where technology and customer expectations are driving an ever-increasing need for innovation.' - Richard Quarterman, Service Innovation Manager, Waitrose. 'Innovating in a Service-Driven Economy is required reading for innovation professionals and policymakers alike. The book introduces a compelling new model of the innovation process in services firms and offers a series of captivating case studies that explore enterprises' successes and failures through the prism of the Service Innovation Triangle. The authors complement this with insightful interviews with leading innovation thinkers and practitioners that yield constructive and penetrating insights into the innovation process at the enterprise and national levels.' - Robert D. Atkinson, founder and president of the Information Technology and Innovation Foundation 'The Service Innovation Triangle offers both a practical and well-researched approach to understanding the drivers of innovation in the fast-evolving global business environment. Innovative business models built around the demands of consumers across all sectors for personalised service and digital connectivity will be the future foundation for sustainable consumer loyalty.' - Peter G Wray, Founder and Chairman, [loyaltymatters.com](http://loyaltymatters.com) About the Author Richard Cuthbertson is Research Director and Senior Research Fellow at Saïuml;d Business School, University of Oxford, UK, and a Fellow of the Finland Distinguished Professor Programme at Aalto University. His research interests lie in the development of consumer societies, and their relationship to wider economic, social, and environmental issues, including the role of customer information, innovation and internationalisation in a digital world, where supply chain visibility, mass communication, and individual marketing reflect some of the challenges and opportunities of 'big data' in an increasingly interconnected world of consumers, businesses, countries, and societies. Peder Inge Furseth is Associate Professor at Norwegian Business School BI, Norway, where he is on the faculty of the Department of Communication and Culture. He is also a regular visiting scholar at the University of California, Berkeley, USA. He was the head of the research project 'Value Driven Service Innovation', of which this book is one of several publications. Stephen Ezell is Vice President of Global Innovation Policy at the Information Technology and Innovation Foundation, a Washington DC-based technology and economic policy non-profit foundation/think tank. He previously co-founded Peer Insight, an innovation research and consulting firm, where he led the Global Service Innovation Consortium, published multiple research papers on service innovation, and researched national service innovation policies being implemented by governments worldwide.