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Titolo	Dynamic Innovation in Outsourcing : Theories, Cases and Practices // edited by Leslie P. Willcocks, Ilan Oshri, Julia Kotlarsky
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Nota di contenuto	Part I Introduction -- 1 Why Innovation and Why Now? -- Part II Managing Outsourcing: Towards Dynamic Innovation -- 2 Outsourcing Reframed: Delivering on Collaborative Innovation -- 3 Strange Bedfellows No More: Researching Business Process Outsourcing and Dynamic Innovation -- 4 What Client Firms Want and Are Willing to Do to Achieve Innovation from Their Suppliers: Insights from the Nordic, Italian, and British Outsourcing Sectors -- 5 Relational and Contractual Governance for Innovation -- 6 Innovation: Where Do Consultants Fit In? -- Part III The New Outsourcing—Cloud and Service Automation -- 7 Cloud Computing as Innovation: Cases and Practices -- 8 Innovating Customer Relationship Management Cloud Services at Standard Chartered Bank -- 9 Innovating in Service: The Role and Management of Automation.
Sommario/riassunto	This book is a guide for achieving innovation through outsourcing. Unpacking the various challenges faced by client firms and suppliers, the authors take the reader through the innovation lifecycle and devise a clear plan to achieve valuable results. Offering practical frameworks and tools to ensure informed decision-making at every stage, this book also includes collaborative structures and metrics to measure outcomes. Written by leading figures in the area of outsourcing, this book offers both the academic rigor and the hands-on experience

based on dozens of cases that walk the reader from the very beginning of the outsourcing journey to the successful delivery of transformative innovations.
