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; Part III Applying Innovation Management Good Practice to Services
; 13 A Composite Framework of Product Development and Delivery Effectiveness in Services
14 Product Development in Service Enterprises: Case Studies of Good Practice
References ; Index

Sommario/riassunto

In the most advanced service economies, services create up to three-quarters of the wealth and 85% of employment, and yet we know relatively little about managing innovation in this sector. The critical role of services, in the broadest sense, has long been recognized, but is still not well understood. Most research and management prescriptions have been based on the experience of manufacturing and high technology sectors. There is a clear need to distinguish which, if any, of what we know about managing innovation in manufacturing is applicable to services, what must be adapted, and what is
