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Nota di contenuto	Cover; Title page; Copyright page; Dedication; Contents; Preface; Foreword; Chapter 1: Introduction; 1.1 Terminology and Scope; This book deals with manufacturers; Manufacturers servitizing through advanced services; Advanced services are delivered through product-service systems (PSS); Product-service systems significantly impact the operations of the manufacturer; 1.2 Knowledge Base; 1.3 What's New Here?; 1.4 Navigating This Book; Part 1: Business Context; Chapter 2: Business context for servitization; 2.1 An Economic Perspective; 2.2 An Environmental Perspective 2.3 A Market and Social Perspective2.4 A Technology Innovation Perspective; 2.5 A Knowledge Perspective; Services marketing community; Services management community; Servitization community; Product-service systems community; Service science community; Summarizing the knowledge base; 2.6 Summarizing the Business Context; Part 2: Competing Through Services; Chapter 3: Elements of servitization; 3.1 The Challenge of Visualizing What it Can Mean to Servitize; 3.2 A Process of Servitization; 3.3 Defining Base, Intermediate and Advanced Services; 3.4 Features Commonly Coupled to Advanced Services

Advanced services usually feature an extended life-cycle
Advanced services usually feature extended responsibilities, risks and penalties;
Advanced services usually feature regular revenue payments; 3.5 A
Summary of Advanced Services; Chapter 4: Business implications of
advanced services; 4.1 Setting Out to Explore Financial Performance;
4.2 Services, Revenues and Profitability; 4.3 Motivations of
Manufacturers Providing Advanced Services; Helping customers to be
successful; addressing their business pains and helping them to gain
Growing business through opening up new revenue streams with
existing customers through process innovations
Developing long-term
business relationships that lock out competitors; Developing resilient
cash flow and revenue streams; 4.4 Motivations of Customers Adopting
Advanced Services; Reducing operating costs and improving the
product/asset performance; Enabling the management team to focus
energies on core business activities; Transfer fixed costs into variable
costs that reflect revenue generation; Improving financial visibility
Reducing risks and barriers of acquiring and operating new
technologies
4.5 A Roadmap of Servitization and Advanced Services;
Part 3: Service Delivery System; Chapter 5: Delivery of advanced
services; 5.1 Searching for Leaders; 5.2 A Perspective Against the World
of Production; 5.3 Advanced Services and Product-Service Systems; 5.4
Service Delivery System for Advanced Services; 5.5 Key Capabilities of a
Service Delivery System; 5.6 Chapter Summary; Chapter 6: Performance
measures and demonstration of value; 6.1 A Pyramid of Performance
Measures; 6.2 Customer Facing Measures of Performance
6.3 Macro Internal Measures of Performance

Sommario/riassunto

A comprehensive, practical introduction to one of the most important
new trends in manufacturing, globally The delivery of a service
component as an added value when providing products, servitization is
all the rage in the manufacturing sector around the world. Yet, despite
the clear competitive advantage of servitization, most manufacturers
remain reluctant to venture into, what for them, is a strange new world.
Written by a team of internationally respected servitization experts and
innovators, this book provides you with a detailed road map for
successfully navigating the servitiza
