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Crossing Boundaries Optimum Decision Making in Asset Management The Routledge Companion to Lean Management Quantitative Marketing and Marketing Management Architecting Fail-Safe Supply Networks Practices and Tools for Servitization

The Intelligent Systems Series comprises titles that present state of the art knowledge and the latest advances in intelligent systems. Its scope includes theoretical studies, design methods, and real-world implementations and applications. Service Science, Management, and Engineering presents the latest issues and development in service science. Both theory and applications issues are covered in this book, which integrates a variety of disciplines, including engineering, management, and information systems. These topics are each related to service science from various perspectives, and the book is supported throughout by applications and case studies that showcase best practice and provide insight and guidelines to assist in building successful service systems. Presents the latest research on service science, management and engineering, from both theory and applications perspectives Includes coverage of applications in high-growth sectors, along with real-world frameworks and design techniques Applications and case studies showcase best practices and provide insights and guidelines to those building and managing service systems Designing Your Organization is a hands-on guide that provides managers with a set of practical tools to use when making organization design decisions. Based on Jay Galbraith's widely used Star Model, the book covers the fundamentals of organization design and offers frameworks and tools to

help leaders execute their strategy. The authors address the five specific design challenges that confront most of today's organizations: · Designing around the customer · Organizing across borders · Making a matrix work · Solving the centralization—and decentralization dilemma · Organizing for innovation

On the eve of AIDS, Zimbabwe battles for Independence-- --An American expatriate remembers her home, garden and hope-filled Zambia when, taking up Zimbabwe's battle, bombs fall, murders happen, food shortages bring starvation. Her bipolar American anthropologist husband goes near berserk. Bombs kill the innocent, vicious murders go unexplained; starvation and death threaten when food, medical supplies--equipment and vital machinery are disallowed entry into Zambia's land-locked land. Gifted and bipolar, the anthropologist, searching every specter of political innuendo, ends in his undoing. The writer, deeply interested in the land and its people, experiences Zambian kindness, warmth, procrastination, suspicion, and joy. This singular, independent, intrigue with Zambia as well as the dynamics of their love, provide memoir's landscape. The young American University librarian, responsible for the couple's residency in Zambia, yields wrenching complications. The marriage suffers collapse. AIDS creeps into the landscape. A fail-safe supply network is designed to mitigate the impact of variations and disruptions on people and corporations. This is achieved by (1) developing a network structure to mitigate the impact of disruptions that distort the network structure and (2) planning flow through the network to neutralize the effects of variations. In this monograph, we propose a framework, develop

mathematical models and provide examples of fail-safe supply network design. We show that, contrary to current thinking as embodied in the supply network literature, disruption management decisions made at the strategic network design level are not independent from variation management decisions made at the operational level. Accordingly, we suggest that it is beneficial to manage disruptions and variations concurrently in supply networks. This is achieved by architecting fail-safe supply networks, which are characterized by the following elements: reliability, robustness, flexibility, structural controllability, and resilience. Organizations can use the framework presented in this monograph to manage variations and disruptions. Managers can select the best operational management strategies for their supply networks considering variations in supply and demand, and identify the best network restoration strategies including facility fortification, backup inventory, flexible production capacity, flexible inventory, and transportation route reconfiguration. The framework is generalizable to other complex engineered networks. This book showcases how the latest and most advanced types of analytical modeling and empirical analysis can help to create value in the global supply chain. Focusing on practical relevance, it shares valuable management insights and addresses key issues in operations management (OM), demonstrating how past research has led to various practices and impacts, while also exploring the aspirations of the latest research. It presents current research on various topics such as global supply chain design, service supply chains, product design, responsible supply chains, performance and incentives in operations, data analytics in health

services, new business models in the digital age, and new digital technology advances such as blockchain. In addition, it presents practical case studies on the aforementioned topics. Beyond the value of its contents, the book is intended as a tribute to Professor Morris Cohen, who has been a major contributor to advancing the research frontier in operations management and a driving force in shaping the field. Given its scope, the book will appeal to a wide readership, from researchers and PhD students to practitioners and consultants. Built around the CIM e-Marketing Award, this book addresses an important area of marketing. The core of the book is an established but flexible marketing model that makes sense of the issues that online and interactive techniques can create. Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to:

Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial

***and error Measure and enhance your digital marketing
Learn best practices for reaching and engaging your
audiences using the key digital marketing platforms
like Apple, Facebook, Google and Twitter. This new
edition seamlessly integrates the latest changes in
social media technology, including expanded coverage
of mobile technology, demonstrating how these new
ways to reach customers can be integrated into your
marketing plans. It also includes new sections on data
analytics, clearly demonstrating how marketers can
leverage data to their advantage. Offering a highly
structured and accessible guide to a critical and far-
reaching subject, Digital Marketing Excellence, Fifth
Edition, provides a vital reference point for all students
and managers involved in marketing strategy and
implementation. Standards and regulations are an
integral, if easily overlooked, part of our daily life. They
determine whether a plug fits into a socket, whether
food is safe for human consumption or whether a bank
is allowed to take deposits. They are also an
indispensable part of international trade. Using new
evidence from ITC databases, this report reveals how
standards and regulations are holding SME
competitiveness back, but crucially, what SMEs and
other stakeholders can do to make standards and
regulations work for, and not against, SMEs. In this
report, advice targeted at SME managers is presented,
as well as how Trade and Investment Support
Institutions and policymakers can influence the
business environment to boost competitiveness, and
integration into global markets. Service Systems
Implementation provides the latest applications and
practices aimed at improving the key performance
indicators of service systems, especially those related***

to service quality, service productivity, regulatory compliance, and sustainable service innovation. The book presents action-oriented, application-oriented, design science-oriented (artifacts building: constructs, models, methods and instantiations) and case study-oriented research with actionable results by illustrating techniques that can be employed in large scale, real world examples. The case studies will help visualize service systems along the four key dimensions of people, information, technology and value propositions which can help enable better integration between them towards higher value propositions. The chapters, written by leading experts in the field, examine a wide range of substantive issues and implementations related to service science in various industries. These contributions also showcase the application of an array of research methods, including surveys, experiments, design science, case studies and frameworks, providing the reader with insights and guidelines to assist in building their own service systems, and thus, moving toward a more favorable service customer and provider experience. Service Systems Implementation, along with its companion text, The Science of Service Systems, is designed to present multidisciplinary and multisectoral perspectives on the nature of service systems, on research and practice in service, and on the future directions to advance service science. These two volumes compose a collection of articles from those involved in the emerging area known as service science. The electric vehicle revival reflects negotiations between public policy, which promotes clean, fuel-efficient vehicles, and the auto industry, which promotes high-performance vehicles. Electric cars were once as numerous as internal combustion engine cars

before all but vanishing from American roads around World War I. Now, we are in the midst of an electric vehicle revival, and the goal for a sustainable car seems to be within reach. In Age of Auto Electric, Matthew N. Eisler shows that the halting development of the electric car in the intervening decades was a consequence of tensions between environmental, energy, and economic policy imperatives that informed a protracted reappraisal of the automobile system. These factors drove the electric vehicle revival, argues Eisler, hastening automaking's transformation into a science-based industry in the process. Challenging the common assumption that the electric vehicle revival is due to the development of better batteries, Age of Auto Electric instead focuses on changing environmental and socioeconomic conditions, energy and environmental policies, systems of energy conversion and industrial production, and innovation practices that affected the prevalence and popularity of electric vehicles in recent decades. Eisler describes a world in transition from legacy to alternative energy-conversion systems and the promises, compromises, new problems, and unintended consequences that enterprise has entailed. Assessing Progress toward Sustainability: Frameworks, Tools, and Case Studies provides practical frameworks for measuring progress toward sustainability in various areas of production, consumption, services and urban development as they relate to environmental impact. A variety of policies/strategies or frameworks are available at national and international levels. This book presents an integrated approach to sustainability progress measurement by considering both the frameworks and methodological developments of various tools, as well

as their implementation in assessing the sustainability of processes, products and services through a global perspective. Combining methods and their application, the book covers a variety of topics, including lifecycle assessment, risk assessment, nexus thinking, and connection to SDGs. Organized clearly into three main sections --Frameworks, Tools, and Case Studies--this book can serve as a practical resource for researchers and practitioners alike in environmental science, sustainability, environmental management and environmental engineering. Offers an integrated approach to sustainability assessment using the most up-to-date frameworks and tools Includes extensive, diverse case studies to illustrate the methods and process for using the frameworks and tools outlined Provides practical insights related to challenges and opportunities to reduce environmental impacts and increase resources and energy efficiency The two volumes IFIP AICT 397 and 398 constitute the thoroughly refereed post-conference proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2012, held in Rhodes, Greece, in September 2012. The 182 revised full papers were carefully reviewed and selected for inclusion in the two volumes. They are organized in 6 parts: sustainability; design, manufacturing and production management; human factors, learning and innovation; ICT and emerging technologies in production management; product and asset lifecycle management; and services, supply chains and operations. Tim Posselt investigates the factors leading to organizational competence for servitization - a key strategic alternative in times of digitalization and globalization -, and analyses the transformation

process servitizing firms undergo. He explores the issue through conceptual research and case studies, and identifies the ability to access and leverage customer knowledge as the foundation of successful servitization. The findings provide valuable insight for managers looking to strengthen their service business, and add to literature on servitization and service-dominant logic. This edited book intends to provide knowledge on tools and practices of servitization to facilitate the formulation and implementation of servitization-based strategies, service infusion and manufacturing service transition globally. Including 22 practically relevant contributions, this book aims to help scholars and practitioners seeking to facilitate servitization in companies through original perspectives and advanced thinking in related issues such as business models, strategic change, practices, processes, routines, value creation and appropriation. Employing practice theory as a useful frame, the contributions span theoretical approaches such as product-service systems, service science, services-dominant logic and cocreation, resource-based views, industrial organization and institutional theory. The book presents tools and frameworks to enable and support servitization and engender understanding of servitization-as-practice. In today's rapidly changing business environment, strong influence of globalization and information technologies drives practitioners and researchers of modern supply chain management, who are interested in applying different contemporary management paradigms and approaches, to supply chain process. This book intends to provide a guide to researchers, graduate students and practitioners by incorporating every aspect of management paradigms

into overall supply chain functions such as procurement, warehousing, manufacturing, transportation and disposal. More specifically, this book aims to present recent approaches and ideas including experiences and applications in the field of supply chains, which may give a reference point and useful information for new research and to those allied, affiliated with and peripheral to the field of supply chains and its management. Ordered as part of a set on ID 7574134. Designed for executives of companies that manufacture or sell products and students in an MBA program, this book outlines the challenges of launching a service and solutions business within a product-oriented organization. You might view services and solutions as a means to financial growth, reduced revenue volatility, greater differentiation from the competition, increased share of customer budget, and improved customer satisfaction, loyalty, and lock-in; but the authors visualize the transition from products sold to services rendered and identify the challenges that leaders will face during the transformation. Inside, the authors provide a framework—the service infusion continuum—to describe the different types of services and solutions that a product-rich company can offer beyond warranties, call centers, and websites that support customers in their use of products. In order to keep up with the constant changes in technology, business have adopted supply chain management to improve competitive strategies on a strategic and operational level. Supply Chain Management: Concepts, Methodologies, Tools, and Applications is a reference collection which highlights the major concepts and issues in the application and advancement of supply chain management. Including research from leading

scholars, this resource will be useful for academics, students, and practitioners interested in the continuous study of supply chain management and its influences. Quantitative marketing has been gaining importance during the last decade. This is indicated by the growing number of model- and method-oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing, advertising, new product planning, and market segmentation decisions. In addition, market research has clearly benefitted from applying advanced quantitative models and methods in practice. Some 60 researchers - among them worldwide leading scholars - offer a broad overview of quantitative approaches in marketing. They not only highlight diverse mathematical and methodological perspectives, but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems. Asset management is becoming increasingly important to an organization's strategy, given its effects on cost, production, and quality. No matter the sector, important decisions are made based on techniques and theories that are thought to optimize results; asset management models and techniques could help maximize effectiveness while reducing risk. Optimum Decision Making in Asset Management posits that effective decision making can be augmented by asset management based on mathematical techniques and models. Resolving the problems associated with minimizing uncertainty, this publication outlines a myriad of methodologies, procedures, case studies, and management tools that can help any organization achieve world-class maintenance. This book is ideal for managers,

manufacturing engineers, programmers, academics, and advanced management students. Servitization and Physical Asset Management, third edition, was developed to provide a structured source of guidance and reference information on the business opportunities linked to servitization and the management of physical assets. A growing trend in the global economy, servitization focuses on the actual deliverables of an asset from the perspective of the customer: electricity instead of the power plant, thrust instead of the engine, mobility instead of a plane or a car. The book offers high-level overviews of how to servitized and manage assets from a variety of perspectives, reviewing nearly 1,500 books, magazine articles, papers and presentations and websites. Written by Michael J. Provost, Ph.D., and a subject matter expert in modeling, simulation, analysis and condition monitoring, Servitization and Physical Asset Management, third edition, is an invaluable reference to those considering providing asset management services for the products they design and manufacture. It is also meant to support middle management wishing to know what needs to be done to look after the assets they are responsible for and who to approach for help, and academics doing research in this field. Michael Provost, is a British engineer with a doctoral degree in thermal power from Cranfield University. The Concurrent Engineering (CE) approach was developed in the 1980s, based on the concept that different phases of a product life cycle should be conducted concurrently and initiated as early as possible within the Product Creation Process (PCP). CE concepts have matured and become the foundation of many new ideas, methodologies, initiatives, approaches and tools. This

book contains the proceedings from the 23rd ISPE Inc. International Conference on Transdisciplinary (formerly: Concurrent) Engineering, held in Curitiba, Parana, Brazil, in October 2016. The conference, entitled 'Transdisciplinary Engineering: Crossing Boundaries', provides an important forum for international scientific exchange on Concurrent Engineering and collaborative enterprises, and attracts the participation of researchers, industry experts and students, as well as government representatives. The 108 peer reviewed papers and keynote speech included here, range from theoretical and conceptual to strongly pragmatic works, which are organized into 17 sections including: Concurrent Engineering and knowledge exchange; engineering for sustainability; multidisciplinary project management; collaborative design and engineering; optimization of engineering operations and data analytics; and multidisciplinary design optimization, among others. The book gives an overview of the latest research, advancements and applications in the field and will be of interest to researchers, design practitioners and educators. Interest in the phenomenon known as "lean" has grown significantly in recent years. This is the first volume to provide an academically rigorous overview of the field of lean management, introducing the reader to the application of lean in diverse application areas, from the production floor to sales and marketing, from the automobile industry to academic institutions. The volume collects contributions from well-known lean experts and up-and-coming scholars from around the world. The chapters provide a detailed description of lean management across the manufacturing enterprise (supply chain, accounting, production, sales, IT etc.),

and offer important perspectives for applying lean across different industries (construction, healthcare, logistics). The contributors address challenges and opportunities for future development in each of the lean application areas, concluding most chapters with a short case study to illustrate current best practice. The book is divided into three parts: The Lean Enterprise Lean across Industries A Lean World. This handbook is an excellent resource for business and management students as well as any academics, scholars, practitioners, and consultants interested in the "lean world." This book summarizes the "interim result" of the servitization activities in manufacturing industries. While the early literature on servitization tended to stress only its advantages, more recently, scholars have also started to refer to the challenges associated with servitization. This book attempts to give a balanced picture of servitization. The book is structured in four parts: Part I introduces the topic by presenting the most recent academic discussion about servitization and uses an empirical analysis to show the degree of servitization across Europe. The results of this analysis are then compared to the discussion in the literature. This comparison highlights the existing discrepancies between the rather euphoric literature and the more skeptical practical experience. The second and third parts attempt to explain these discrepancies by taking as a starting point the assumption that servitization recommendations have to consider the heterogeneity of the manufacturing sector and the capabilities of the provider. Part II presents articles which analyze the specific characteristics of different sectors with their barriers and potentials and presents frameworks for a successful servitization of the core sectors in European

manufacturing industries which include, e.g. aeronautics, automotive, ICT, chemical industries, pulp and paper industries and different engineering sectors. Part III focuses on companies' capabilities which are necessary for successful servitization. These include strategic management, marketing, organization, innovation, engineering, human resources, controlling, quality and networks. All the contributions in parts II and III add up to a detailed picture of servitization for sectors and functions and indicate the practical implications for enterprises in manufacturing industries. The fourth part concludes the book with a chapter summarizing the findings and giving an outlook of servitization in manufacturing industries, its challenges and future developments. EBOOK: Business to Business Marketing The book focuses on smart computing for crowdfunding usage, looking at the crowdfunding landscape, e.g., reward-, donation-, equity-, P2P-based and the crowdfunding ecosystem, e.g., regulator, asker, backer, investor, and operator. The increased complexity of fund raising scenario, driven by the broad economic environment as well as the need for using alternative funding sources, has sparked research in smart computing techniques. Covering a wide range of detailed topics, the authors of this book offer an outstanding overview of the current state of the art; providing deep insights into smart computing methods, tools, and their applications in crowdfunding; exploring the importance of smart analysis, prediction, and decision-making within the fintech industry. This book is intended to be an authoritative and valuable resource for professional practitioners and researchers alike, as well as finance engineering, and computer science students who are

interested in crowdfunding and other emerging fintech topics. This book explores the practical implementation of an advanced after-sales management framework devoted to warranty management. The framework is intended for companies producing either standardized or customized products and such a management tool will facilitate organizational improvement and support innovative decision making processes for technical assistance in after-sales services. "After-sales Service of Engineering Industrial Assets" comprises a proposal for a warranty management framework, with an account of the different methods that can be used to improve decision making in the different stages of the after-sales service management process, and strategies for strengthening the structure and foundations of the framework. A review of the fundamental issues and current research topics in warranty management and after sales services is also provided, which is exemplified by a case study. This book is intended for postgraduates, researchers and engineers who are interested in after sales management, assets engineering and warranty management. Choice of repair facilities supported by survey data from Dallas, Boston and Dubuque. This book brings together some of the latest thinking by leading experts from around the world on integrating systems and strategies in production management and related issues that are relevant for making production into a competitive resource for the firm. This book is composed of five parts, each focused on a specific theme: Linking systems and strategies; Strategic operations management; IS/IT applications in the value chain; Modelling and simulation; Improving operations. Electronic Enclosures, Housings and Packages

considers the problem of heat management for electronics from an encasement perspective. It addresses enclosures and their applications for industrial electronics, as well as LED lighting solutions for stationary and mobile markets. The book introduces fundamental concepts and defines dimensions of success in electrical enclosures. Other chapters discuss environmental considerations, shielding, standardization, materials selection, thermal management, product design principles, manufacturing techniques and sustainability. Final chapters focus on business fundamentals by outlining successful technical propositions and potential future directions. Introduces the concepts of materials recycling and sustainability to electronic enclosures Provides thorough coverage of all technical aspects relating to the design and manufacturing of electronic packaging Includes practical information on environmental considerations, shielding, standardization, materials selection, and more Industrial Product-Service Systems (IPS2), which is defined as “an integrated industrial product and service offering that delivers value in use,” has expanded rapidly over the last decade. IPS2 has allowed us to achieve both high added value and high productivity and has enriched our QOL by improving the performance of products and services. We are now struggling with many awkward issues related to sustainability, but IPS2 is expected to be the “philosopher’s stone” for solving these issues. Following the pattern of conferences held in Cranfield in 2009, Linköping in 2010, and Braunschweig in 2011, the fourth International CIRP Conference on Industrial Product-Service Systems, held on November 8-9, 2012, in Tokyo, will cover various aspects of IPS2. Topics

planned for this year's conference reflect the latest IPS2 information in both the natural sciences and humanities and include case studies from various industries. IPS2 is still a relatively new field, so it is important to keep track of the entire context in order to promote more cross-sectional cooperation between multimodal fields and disciplines. The fourth International CIRP Conference on Industrial Product-Service Systems will serve as a vital platform for such collaborations and the discussion of new scientific ideas. Human and organizational factors have a substantial impact on the performance of planning and scheduling processes. Despite widespread and advanced decision support systems, human decision makers are still crucial to improve the operational performance in manufacturing industries. In this text, the state of the art in this area is discussed by experts from a wide variety of engineering and social science disciplines. Moreover, recent results from collaborative studies and a number of field cases are presented. The text is targeted at researchers and graduate students, but is also particularly useful for managers, consultants, and system developers to better understand how human performance can be advanced. With advancing information technology, businesses must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities in order to create optimal human-robot cooperation. However, there are vital rising concerns regarding the possible consequences of deploying artificial intelligence, sophisticated robotic technologies, automated vehicles, self-managing supply modes, and blockchain economies on business performance and culture, including how to sustain a supportive business

culture and to what extent a strategic fit between human-robot collaboration in a business ecosystem can be created. The Handbook of Research on Strategic Fit and Design in Business Ecosystems is a collection of innovative research that builds a futuristic view of evolving business ecosystems and a deeper understanding of business transformation processes in the new digital business era. Featuring research on topics such as cultural hybridization, Industry 4.0, and cybersecurity, this book is ideally designed for entrepreneurs, executives, managers, corporate strategists, economists, IT specialists, IT consultants, engineers, students, researchers, and academicians seeking to improve their understanding of future competitive business practices with the adoption of robotic and information technologies. This work deals with hybrid value creation, i.e., the process of generating additional value by innovatively combining products (tangible component) and services (intangible component). Vivek K. Velamuri provides a systematic assessment of the state-of-the-art of the field and identifies empirically derived strategies for hybrid value creation. In addition, it helps practitioners to come to grips with understanding the dynamics of hybrid value creation, irrespective of the industry they are in. At the same time directions for future research are identified and provided. Manufacturers have shifted their focus from products to smart solutions in search of higher returns and additional growth opportunities. This shift, described as servitization, or lately as a digital servitization, is not a simple process. Academic study has revealed that its issues are complex, problematic, contingent, and even paradoxical, involving multiple organizational layers, such as

operations, strategic, relational, and even ecosystemic layers. Recent literature studies have called for improved theories in servitization, and even alternative narratives. In this handbook, the chapters take different perspectives towards servitization, digital servitization or Product-Service-Software systems, presenting and debating over concepts such as organizational transformation, change management, strategic management, business models, innovation and product-service operations. The handbook provides an opportunity to develop improved theoretical grounds for servitization, and thus to elaborate and develop the field further. This volume will be of great interest for the servitization community, including scholars, Ph.D. and master students, but also company managers, developers and consultants facilitating company's servitization efforts. Bringing together some of the world's leading thinkers, academics and professionals to provide practitioners, students and academicians with comprehensive insights into implementing effective service innovation. This book presents service innovation holistically and systemically across various service areas, including health, education, tourism, hospitality, telecommunications, and retail. It addresses contemporary issues through conceptual and applied contributions across industry, academia, and government, providing insights for improved practice and policy making. Featuring cutting-edge research contributions, practical examples, implementations and a select number of case studies across several growth service industries, this book also includes examples of failed service innovation attempts in order to demonstrate a balanced view of the topic and to make clear the pitfalls to be avoided. Culminating in a

suggested step-by-step guide to enable service organization's managers to understand and implement the concepts of service innovation and manage its evolutionary processes effectively, this book will prove a valuable resource to a wide reaching audience including researchers, practitioners, managers, and students who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. Includes endorsements from professionals in the field of service innovation. An expert offers a set of rules that will help managers achieve dramatic improvements in operations performance. In recent years, management gurus have urged businesses to adopt such strategies as just-in-time, lean manufacturing, offshoring, and frequent deliveries to retail outlets. But today, these much-touted strategies may be risky. Global financial turmoil, rising labor costs in developing countries, and huge volatility in the price of oil and other commodities can disrupt a company's entire supply chain and threaten its ability to compete. In Operations Rules, David Simchi-Levi identifies the crucial element in a company's success: the link between the value it provides its customers and its operations strategies. And he offers a set of scientifically and empirically based rules that management can follow to achieve a quantum leap in operations performance. Flexibility, says Simchi-Levi, is the single most important capability that allows firms to innovate in their operations and supply chain strategies. A small investment in flexibility can achieve almost all the benefits of full flexibility. And successful companies do not all pursue the same strategies. Amazon and Wal-

Mart, for example, are direct competitors but each focuses on a different market channel and provides a unique customer value proposition—Amazon, large selection and reliable fulfillment; Wal-Mart, low prices—that directly aligns with its operations strategy. Simchi-Levi's rules—regarding such issues as channels, price, product characteristics, value-added service, procurement strategy, and information technolog—transform operations and supply chain management from an undertaking based on gut feeling and anecdotes to a science. This book intends to present and discuss the main challenges that companies interested in servitization strategies have to overcome, with a particular focus on the design of managerial control systems. The book can represent a useful tool for companies interested developing successful servitization strategies.

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