



2012, XIV, 234 p.

### Printed book

Hardcover

89,99 € | £79.99 | \$109.99

<sup>[1]</sup>96,29 € (D) | 98,99 € (A) | CHF 99,00

Softcover

89,99 € | £79.99 | \$109.99

<sup>[1]</sup>96,29 € (D) | 98,99 € (A) | CHF 99,00

### eBook

74,96 € | £63.99 | \$84.99

<sup>[2]</sup>74,96 € (D) | 74,96 € (A) | CHF 85,00

Available from your library or [springer.com/shop](http://springer.com/shop)

### MyCopy <sup>[3]</sup>

Printed eBook for just

€ | \$ 24.99

[springer.com/mycopy](http://springer.com/mycopy)

L.A. Macaulay, I. Miles, J. Wilby, Y.L. Tan, L. Zhao, B. Theodoulidis (Eds.)

# Case Studies in Service Innovation

Series: Service Science: Research and Innovations in the Service Economy

- Presents over twenty case studies drawn from practical experience
- Demonstrates how success is measured, providing reader with tools for implementation
- Organized around five themes with specific comments for case comparisons from experts in the field
- Introduces readers to several contexts that can be applied in various situations
- Provides an excellent resource for further study of service innovation

Case Studies in Service Innovation provides the reader fresh insight into how innovation occurs in practice, and stimulates learning from one context to another. The volume brings together contributions from researchers and practitioners in a celebration of achievements with the intention of adding to the wider understanding of how service innovation develops. Each case presents a brief description of the context in which the innovation occurred, the opportunity that led to the innovation and an overview of the innovation itself, also addressing how success was measured, what success has been achieved to date and providing links to further information. The book is organized around five major themes, each reflecting recognized sources of service innovation: Business Model Innovation: new ways of creating, delivering or capturing economic, social, environmental and other types of value; The Organization in its Environment: an organization engaging beyond its own boundaries, with public private partnerships, sourcing knowledge externally, innovation networks, and open or distributed innovation; Innovation Management within an Organization: an organization actively encouraging innovation within its own boundaries using project teams, internal governance of innovation, and methods or tools that stimulate innovation; Process Innovation: changes in service design and delivery processes, such as consumer led innovation or consumers as part of the innovation process, service operations management, and educational processes; Technology Innovation: the use of technology, including ICT enabled innovation, ICTs that are themselves innovative and support the delivery of new services, new ICT services, new ways of delivering services associated with ICT products, and technology other than ICT.

Order online at [springer.com](http://springer.com) / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com). / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com).

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

