



Advanced Introduction to Service Innovation

Elgar Advanced Introductions series

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This Advanced Introduction to Service Innovation explores a key driver of the service economy, addressing in particular the definition and conceptualization of innovation in services, and its measurements using both traditional and new measures. The authors address pertinent questions such as: What is innovation in services and how is it conceptualized? How is it measured? How is it organized and managed within both service and non-service firms?

'Written by some of the most prominent researchers in the field, this book provides a profound and up-to-date introduction to innovation in services. The book relates the topic to both innovation and service science traditions. Academics, students and other scholars interested in either tradition can benefit from it. The book is useful in discerning the complexity of service innovation.'

– Jon Sundbo, Roskilde University, Denmark

'This Advanced Introduction sets out to organise and review a disparate and multidisciplinary body of work. It considers research resulting from the explosion of interest in service innovation (together with closely related topics). The authors are extremely well-qualified for this challenging task. They have extensive experience in pioneering and advancing such research and have a deep knowledge of Francophone and other studies, that often highlight issues neglected in much Anglo-American work. On top of that, they can write concisely and lucidly. They helpfully outline a number of major approaches to service innovation in an insightful fashion. This framework is used to re-examine familiar issues and to suggest ways of addressing emerging issues. The authors highlight gaps in the literature, where it has paid insufficient attention to certain approaches or neglected to address promising or problematic developments. While primarily aimed at researchers and service scholars, this readable and unpretentious book has much to offer both managers and public service professionals. Service innovation was at one time regarded as a Cinderella field; this milestone overview suggests that this field is reaching maturity. Furthermore, it is yielding a bountiful harvest, and this nook provides much food for thought and development of new perspectives.'

– Ian Miles, University of Manchester, UK

'Services and service innovations are already the economic backbone in many countries in terms of value creation and competitive advantage. How service research can contribute to value creation becomes clear in the new Advanced Introduction to Service Innovation. The book provides an impressive overview of research results and practices from leading scholars and will be a very inspiring read.'

– Bo Edvardsson, Karlstad University, Sweden

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