



Service Business Development: Strategies for Value Creation in Manufacturing Firms

Thomas Fischer, Heiko Gebauer, Elgar Fleisch

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How can manufacturers of capital goods succeed in service business development? What are the potential network approaches for manufacturing companies planning on extending their service business? Over the last decade, the business environment of capital goods manufacturers has changed dramatically. Few capital goods manufacturers are able to outrun the competition with pure product-related technologies and innovation alone. For this reason they have added services to products as a way of responding to eroding margins and the loss of strategic differentiation through product innovation and technological superiority. Based on over twelve years of research, this book provides academics and business professionals with a thorough overview of the strategies available for value creation through service business development. It features case studies and covers a wide range of topics, including emerging issues such as service business in small and medium-sized companies, business innovation through services and the impact of rapidly growing Asian markets.

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