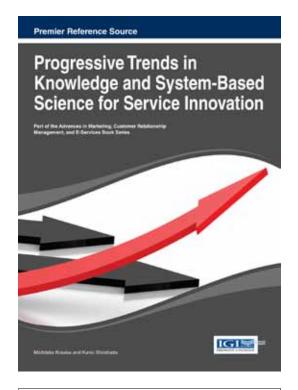
An Excellent Addition to Your Library!

Released: October 2013

Progressive Trends in Knowledge and System-Based Science for Service Innovation



Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Michitaka Kosaka (Japan Advanced Institute of Science and Technology, Japan) and Kunio Shirahada (Japan Advanced Institute of Science and Technology, Japan)

Scientific investigation in the service industry has produced a major effect on productivity and quality in order to lead to new services. With ever-evolving internet technologies and information environments, system science and knowledge science seem to be an effective tool for service innovation in the 21st century.

Progressive Trends in Knowledge and System-Based Science for Service Innovation illustrates new approaches to service innovation and new methodologies from the knowledge science and system science perspectives. Practitioners and researchers interested in knowing more about practical theories and successful examples in service science will find this book to be a vital asset to their studies.

Topics Covered:

- Service Innovation
- IT Technologies for Service Innovation
- Knowledge Science Approaches
- Neural Science for Services
- Service Dominant Logic
- Service Value Creation Model
- System Science Approaches
- Servitization in the Manufacturing Industry

ISBN: 9781466646636; © 2014; 522 pp.
Print: US \$185.00 | Perpetual: US \$280.00 | Print + Perpetual: US \$370.00

Pre-pub Discount:*

Print: US \$175.00 | Perpetual: US \$265.00

* Pre-pub price is good through one month after publication date

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.



Publishing Academic Excellence at the Pace of Technology Since 1988

An Excellent Addition to Your Library!

###