Whilst innovation has traditionally focused on manufacturing, recently research surrounding service innovation has been flourishing. Furthermore, as consumers become ever more sophisticated and look for experiences, a research field investigating this topic has also emerged. This book aims to develop an integrated approach to the field of experience and services through innovation by showing that it is necessary to take several factors into account. As such, it makes a substantial and compelling contribution to the interdependencies between innovation, services and experience research.

‘As technological transformation continues to influence service production and consumption, Services, Experiences and Innovation provides key insights on the vital importance of understanding the links between three previously autonomous strands of services research. A distinguished group of European scholars provides excellent state-of-the-art perspectives and analyses as well as constructive ideas for deepening future research, ensuring this book becomes the standard point of reference.’

– Peter W. Daniels, University of Birmingham, UK