User-based Innovation in Services

Edited by Jon Sundbo, Professor of Innovation and Business Administration, Roskilde University, Denmark and Marja Toivonen, University of Helsinki, Finland

This book demonstrates pioneering work on user-based service innovation using an analytical framework. This approach involves understanding the needs of users, the service firms collaborating with them, and recognising the fact that users are innovators and, as such, services develop while in use. As well as presenting case studies, the book discusses theoretically what user-based innovation means in the context of services. Three main fields are analysed: user-based innovation in knowledge-intensive business service, user-based innovation in public services, and models and methods for structuring user-based innovation.

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