



Research Methods in Service Innovation

Services, Economy and Innovation series

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Research Methods in Service Innovation provides an essential methodological toolbox for researchers, students and practitioners interested in better understanding innovation and improving innovation processes in service organisations. Each chapter presents a specific method, introduces its theoretical foundations, explains its practical application, and provides examples and suggestions for its implementation.

'Service innovation studies has made significant advances over recent years. This book constitutes a decisive further step in strengthening and legitimizing these advances. It contributes by filling an important gap regarding research methodologies for service innovation. It presents a dozen innovative methods, discussing their socio-economic and political basis and applying them to concrete cases. For this contribution, the book constitutes a valuable tool for service scholars and service practitioners alike.'

– Faiz Gallouj, University of Lille, France

'Research into service innovation has been rapidly growing, but there has been a lack of an overview of the methodological alternatives to this research. This excellent book fills the gap. It provides theoretical starting points for methodological choices and presents several individual techniques to be used in practice: narratives, visual mapping, future workshops and field experiments, for instance. This book serves very well the needs of both researchers and students.'

– Marja Toivonen, VTT Technical Research Centre of Finland

'This is a valuable book offering a systemic overview of research methods in the domain of service innovation. It provides guidance for cutting edge qualitative research in this field, also highlighting avenues for quantitative analyses. Hence the volume designs a unique set of tools and insights the academic community, students and practitioners can explore and use.'

– Antonello Zanfei, University of Urbino, Italy

'Certainly a very useful book. I recommend it.'

– Innovation Reviews



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