SERVICES

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Independent Academic,
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Innovation in Public Services
The Case of Independent Living
Steven DeMello, University of California, Berkeley, US, Peder Inge Furseth, Norwegian Business School, Norway and Richard Cuthbertson, Oxford University, UK

There is a growing trend toward the integration of public and private entities in the delivery of public services. This book aims to improve the ability to innovate successfully in large-scale public/private endeavours. The authors develop an underpinning theory of innovation, and extend it to address key issues in public/private collaboration. As an example, they explore the subject of independent living for seniors and disabled people across four countries – the US, UK, Norway and Japan. The resulting model provides a vehicle for all major stakeholders to better understand the dynamics of innovation, which will in turn offer the opportunity to improve performance and successful adoption.

Handbook of Management and Creativity
Edited by Chris Bilton, University of Warwick, UK and Stephen Cummings, Victoria University of Wellington, New Zealand

“In many organisations creativity is so often seen as the preserve of a small number of people with “artistic temperaments,” but in my experience all sorts of people have creative abilities which can be used to the benefit of a “creative” organisation. The task of a manager is to find ways of exploiting this. This Handbook provides the reader with insights to help them and others to promote the kind of creativity that adds real value.”

—— Greg Dyke, Chair, British Film Institute; Chair, Football Association; Chancellor, University of York, UK and Director-General of the BBC 2000–2004


2014 424 pp Hardback 978 1 78100 097 7 £140.00
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Brands and Branding Geographies
Edited by Andy Pike, Newcastle University, UK

“An important effort to pull together multidisciplinary research on the spatial dimensions of brands and branding in an international context.”
— John A. Quelch, Harvard Business School, US

“An incomparably rich trove of work on the multifarious and contradictory ‘entanglements’ between space, place, and brand. The volume helps us understand how and why ‘places of origin’ play an ever greater role in the marketing of commodities, even while corporations continue to seek ‘placelessness’ in pursuit of the bottom line. And it illuminates how and why entrepreneurial governments seeking to enhance global competitiveness increasingly turn to place branding – at the neighborhood, urban, and national scale – even while launching rounds of restructuring that undercut the authenticity and viability of local identities. A valuable and accessible contribution to the urban studies and cultural studies literature.”
— Miriam Greenberg, University of California, Santa Cruz, US

2011 384 pp Hardback 978 1 84980 159 1 £93.00
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Public–Private Innovation Networks in Services
Edited by Faiz Gallouj, University of Lille 1, France, Luis Rubalcaba, University of Alcalá, Madrid, Spain and Paul Windrum, Nottingham University Business School, UK

“Far too long the prevalent view has been that the public and private sectors differ dramatically when it comes to innovation. This book takes a radically different tack, not as a rhetorical stance, but as the basis for fruitful empirical analysis. The studies here show that public service organizations and their leaders can be innovative in their own right. The contributions made here provide insights that will productively inform future research and practice.”
— Ian Miles, University of Manchester, UK

2013 520 pp Hardback 978 1 78100 265 0 £110.00
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The Knowledge Economy at Work
Skills and Innovation in Knowledge Intensive Service Activities
Edited by Cristina Martinez-Fernandez, Ian Miles and Tamara Weyman

2011 304 pp Hardback 978 1 84720 049 5 £78.00
Elgaronline 978 1 78100 301 5

The Handbook of Innovation and Services
A Multi-disciplinary Perspective
Edited by Faiz Gallouj

2010 832 pp Hardback 978 1 84720 504 9 £196.00
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Handbook on the Experience Economy
Edited by Jon Sundbo and Flemming Sørensen, Roskilde University, Denmark

This illuminating Handbook presents the state of the art in the scientific field of experience economy studies. It offers a rich and varied collection of contributions that discuss different issues of crucial importance for our understanding of the experience economy. Each chapter reflects diverse scientific viewpoints from disciplines including management, mainstream economics and sociology to provide a comprehensive overview.


2013 496 pp Hardback 978 1 78100 421 0 £150.00
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Handbook of Research on Entrepreneurship in Professional Services
Edited by Markus Reihlen, University of Lueeneburg, Germany and Andreas Werr, Stockholm School of Economics, Sweden

‘Professional service firms are critical agents of contemporary economies and understanding them has become a central focus of recent scholarship. This very timely and well organized Handbook brings together several leading scholars who explore how we might think and theorize about professional service firms and their entrepreneurial behaviours. The Handbook will become a key source for the growing community of researchers in this area.’

— Royston Greenwood, University of Alberta, Canada


2012 424 pp Hardback 978 1 84844 626 7 £125.00
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User-based Innovation in Services
Edited by Jon Sundbo, Roskilde University, Denmark and Marja Toivonen, VTT Technical Research Centre of 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 recognizing 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 analyzed: 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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TEXTBOOK
The Economics of Services
Microfoundations, Development and Policy, Second Edition
Jan Owen Jansson, Linköping University, Sweden

This is a fully revised and updated textbook in the neglected field of service economics. The volume consists of four parts: I. The service economy in perspective; II. Microfoundations; III. The key role of urbanization; and IV. Public policy towards services. In the last section, the author proves how a better understanding of the nature of the service economy is necessary for policy innovation with a view to regenerating the welfare state.

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April 2014 Paperback 978 1 78254 084 7 c £29.95
Ebook 978 1 78254 824 9

TEXTBOOK
Service Operations Management
The Total Experience
David W. Parker, University of Queensland Business School, Australia

Comprehensive, accessible text for postgraduate and MBA students of service operations and undergraduates specializing in hospitality, tourism and the public sector.

‘This is an important book for educators, students and professional managers. As the services sector becomes a larger and increasingly pervasive part of our economy and as service operations management becomes the biggest part of most organizations, the opportunity to increase productivity, quality, flexibility and innovation of service provision must be grasped firmly by those who want their organizations to remain competitive and successful. This book very effectively blends conceptual frameworks with new, practical case studies. It is full of valuable and useful insights.’

— Danny Samson, University of Melbourne, Australia

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