

# Winning In The Aftermarket Harvard Business Review

This work deals with hybrid value creation, i.e., the process of generating additional value by innovatively combining products (tangible component) and services (intangible component). Vivek K. Velamuri provides a systematic assessment of the state-of-the-art of the field and identifies empirically derived strategies for hybrid value creation. In addition, it helps practitioners to come to grips with understanding the dynamics of hybrid value creation, irrespective of the industry they are in. At the same time directions for future research are identified and provided.?

The contemporary economic landscape features the prevalence of the service sector in economic systems, the pervasive servitisation of manufacturing, innovations in traditional business models and new value creation models, thanks to the new possibilities offered by the web, ICT and other enabling technologies. In this evolving context, this book provides qualified contributions on the topic of service science from a managerial perspective. A multidisciplinary perspective is adopted, dealing with both the structural–technological and dynamic–relational aspects of managing complexity. In addressing the contribution that service science can make to business value creation, this book covers relevant issues such as product servitisation, business modelling, value cocreation with customers, performance measures and the role of ICT. It also presents some

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innovative experiences of management models in service organisations operating in the environmental, energy and health-care sectors. This book aims to enhance the value of the results of research intertwined with the development of a new training curriculum started four years ago at the Scuola Superiore Sant'Anna of Pisa (Italy) with the evolution of the "Master in Management of Innovation" into the new "Master in Management, Innovation and Service Engineering" (MAINS).

This volume examines the organisational dimension of business model innovation. Drawing on organisational theory and empirical observation, the contributors specifically highlight organisational design aspects of business model innovation, focusing on how reward systems, power distributions, routines and standard operating procedures, the allocation of authority, and other aspects of organisational structure and control should be designed to support the business model the firm chooses.

The Intelligent Systems Series comprises titles that present state of the art knowledge and the latest advances in intelligent systems. Its scope includes theoretical studies, design methods, and real-world implementations and applications. Service Science, Management, and Engineering presents the latest issues and development in service science. Both theory and applications issues are covered in this book, which integrates a variety of disciplines, including engineering, management, and information systems. These topics are each related to service science from various

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perspectives, and the book is supported throughout by applications and case studies that showcase best practice and provide insight and guidelines to assist in building successful service systems. Presents the latest research on service science, management and engineering, from both theory and applications perspectives Includes coverage of applications in high-growth sectors, along with real-world frameworks and design techniques Applications and case studies showcase best practices and provide insights and guidelines to those building and managing service systems

These proceedings contain research papers presented at the 5th International Conference on Dynamics in Logistics, held in Bremen, Germany, February 2016. The conference is concerned with dynamic aspects of logistic processes and networks. The spectrum of topics reaches from modeling, planning and control of processes over supply chain management and maritime logistics to innovative technologies and robotic applications for cyber-physical production and logistic systems. The growing dynamic confronts the area of logistics with completely new challenges: it must become possible to describe, identify and analyze the process changes. Moreover, logistic processes and networks must be redesigned to be rapidly and flexibly adaptable to continuously changing conditions. The book primarily addresses researchers and practitioners from the field of industrial engineering and logistics, but it may also be beneficial for graduate students.

Bringing together some of the world's leading thinkers,

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academics and professionals to provide practitioners, students and academicians with comprehensive insights into implementing effective service innovation. This book presents service innovation holistically and systemically across various service areas, including health, education, tourism, hospitality, telecommunications, and retail. It addresses contemporary issues through conceptual and applied contributions across industry, academia, and government, providing insights for improved practice and policy making. Featuring cutting-edge research contributions, practical examples, implementations and a select number of case studies across several growth service industries, this book also includes examples of failed service innovation attempts in order to demonstrate a balanced view of the topic and to make clear the pitfalls to be avoided. Culminating in a suggested step-by-step guide to enable service organization's managers to understand and implement the concepts of service innovation and manage its evolutionary processes effectively, this book will prove a valuable resource to a wide reaching audience including researchers, practitioners, managers, and students who aspire to create a deeper scientific foundation for service design and engineering, service experience and marketing, and service management and innovation. Includes endorsements from professionals in the field of service innovation.

Offers a holistic approach to guiding product design, manufacturing, and after-sales support as the manufacturing industry transitions from a product-oriented model to service-oriented paradigm This book

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provides fundamental knowledge and best industry practices in reliability modelling, maintenance optimization, and service parts logistics planning. It aims to develop an integrated product-service system (IPSS) synthesizing design for reliability, performance-based maintenance, and spare parts inventory. It also presents a lifecycle reliability-inventory optimization framework where reliability, redundancy, maintenance, and service parts are jointly coordinated. Additionally, the book aims to report the latest advances in reliability growth planning, maintenance contracting and spares inventory logistics under non-stationary demand condition.

Reliability Engineering and Service provides in-depth chapter coverage of topics such as: Reliability Concepts and Models; Mean and Variance of Reliability Estimates; Design for Reliability; Reliability Growth Planning; Accelerated Life Testing and Its Economics; Renewal Theory and Superimposed Renewals; Maintenance and Performance-Based Logistics; Warranty Service Models; Basic Spare Parts Inventory Models; Repairable Inventory Systems; Integrated Product-Service Systems (IPPS), and Resilience Modeling and Planning Guides

engineers to design reliable products at a low cost  
Assists service engineers in providing superior after-sales support  
Enables managers to respond to the changing market and customer needs  
Uses end-of-chapter case studies to illustrate industry best practice  
Lifecycle approach to reliability, maintenance and spares provisioning

Reliability Engineering and Service is an important book for graduate engineering students, researchers, and industry-based reliability practitioners

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and consultants.

With advancing information technology, businesses must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities in order to create optimal human-robot cooperation. However, there are vital rising concerns regarding the possible consequences of deploying artificial intelligence, sophisticated robotic technologies, automated vehicles, self-managing supply modes, and blockchain economies on business performance and culture, including how to sustain a supportive business culture and to what extent a strategic fit between human-robot collaboration in a business ecosystem can be created. The Handbook of Research on Strategic Fit and Design in Business Ecosystems is a collection of innovative research that builds a futuristic view of evolving business ecosystems and a deeper understanding of business transformation processes in the new digital business era. Featuring research on topics such as cultural hybridization, Industry 4.0, and cybersecurity, this book is ideally designed for entrepreneurs, executives, managers, corporate strategists, economists, IT specialists, IT consultants, engineers, students, researchers, and academicians seeking to improve their understanding of future competitive business practices with the adoption of robotic and information technologies.

EBOOK: Business to Business Marketing

Industrial Product-Service Systems (IPS2), which is defined as “an integrated industrial product and service offering that delivers value in use,” has expanded rapidly over the last decade. IPS2 has allowed us to achieve both high added

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value and high productivity and has enriched our QOL by improving the performance of products and services. We are now struggling with many awkward issues related to sustainability, but IPS2 is expected to be the “philosopher’s stone” for solving these issues. Following the pattern of conferences held in Cranfield in 2009, Linköping in 2010, and Braunschweig in 2011, the fourth International CIRP Conference on Industrial Product-Service Systems, held on November 8-9, 2012, in Tokyo, will cover various aspects of IPS2. Topics planned for this year’s conference reflect the latest IPS2 information in both the natural sciences and humanities and include case studies from various industries. IPS2 is still a relatively new field, so it is important to keep track of the entire context in order to promote more cross-sectional cooperation between multimodal fields and disciplines. The fourth International CIRP Conference on Industrial Product-Service Systems will serve as a vital platform for such collaborations and the discussion of new scientific ideas.

This book investigates the potential contribution that a strategic design approach can make to stimulating and supporting the societal embedding of sustainable PSSs (product-service systems). A new strategic design role thus emerges; a role in which the ideation and development of sustainable PSS concepts is coupled with the designing of appropriate transition paths (sequence of socio-technical experiments) to gradually incubate, introduce and diffuse these concepts. The book also outlines the new design approach and capabilities needed by strategic designers, project managers and consultants to operate at such a strategic level. On a more operational point of view, the work presents a practical “how to do” design process and associated guidelines to support practitioners in designing and managing the societal embedding process of sustainable

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PSS innovations.

This contributed volume presents state-of-the-art advances in logistics theory in various fields as well as case studies. The book reports on a number of recently conducted studies in the Dinalog and the EffizienzCluster LogistikRuhr, thus bridging the gap between different perspectives of theoretical and applied research. A selection of theoretical topics, practical examples, case studies and project reports is presented in this volume. The editors carefully selected contributions from a wide variety of projects, which were carried out in both the Dinalog cluster and the Effizienzcluster LogistikRuhr. The contributions are grouped in five main sections, each representing key domains in the evolution of logistics and supply chain management: sustainability, urban logistics, value chain management, IT-based innovation, knowledge management. This book is intended for both researchers and practitioners in the field of logistics and supply chain management, to serve as an important source of information for further research as well as to stimulate further innovation.

This book intends to present and discuss the main challenges that companies interested in servitization strategies have to overcome, with a particular focus on the design of managerial control systems. The book can represent a useful tool for companies interested developing successful servitization strategies.

eMarketing eXcellence third edition has been completely revised and updated to help you create effective and up-to-date customer-centric e-marketing plans. A hugely successful practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies

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and experienced e-marketers looking to optimise their e-marketing. Written by two highly experienced eMarketing consultants, the book shows you how to:

- \* Draw up an outline e-marketing plan
- \* Evaluate and apply e-marketing principles and models
- \* Integrate online and offline communications
- \* Implement customer-driven e-marketing
- \* Reduce costly trial and error
- \* Measure and enhance your e-marketing
- \* Drive your e-business forward

Established marketing concepts such as customer relationship management, the marketing mix and widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches explained including blogs, search engine marketing, viral marketing and E-CRM. Offering a highly structured and accessible guide to a critical and far-reaching subject, eMarketing eXcellence third edition provides a vital reference point for all students and managers involved in marketing strategy and implementation.

Advances in Production Management Systems International IFIP TC 5, WG 5.7 Conference on Advances in Production Management Systems (APMS 2007), September 17-19, Linköping, Sweden Springer Science & Business Media

Service Systems Implementation provides the latest applications and practices aimed at improving the key performance indicators of service systems, especially those related to service quality, service productivity, regulatory compliance, and sustainable service innovation. The book presents action-oriented, application-oriented, design science-oriented (artifacts building: constructs, models, methods and instantiations) and case study-oriented research with actionable results by illustrating techniques that can be employed in large scale, real world examples. The case studies will help visualize service systems along the four key dimensions of people, information, technology and value propositions which can help enable better integration

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between them towards higher value propositions. The chapters, written by leading experts in the field, examine a wide range of substantive issues and implementations related to service science in various industries. These contributions also showcase the application of an array of research methods, including surveys, experiments, design science, case studies and frameworks, providing the reader with insights and guidelines to assist in building their own service systems, and thus, moving toward a more favorable service customer and provider experience. *Service Systems Implementation*, along with its companion text, *The Science of Service Systems*, is designed to present multidisciplinary and multisectoral perspectives on the nature of service systems, on research and practice in service, and on the future directions to advance service science. These two volumes compose a collection of articles from those involved in the emerging area known as service science.

This book clarifies the direction of business innovation using new ICT such as the Internet of things (IoT), artificial intelligence (AI), smartphones, and cloud computing through a series of case studies on successful trials and advanced businesses in the Asia-Pacific where many industry sectors have been growing successfully in the 21st century. ICT has been playing an important role in value creation for customers and in profit generation for providers, contributing to various service innovation and business innovation. Now, digitalization using IoT and AI provides solutions to address various issues in the human society, which is transforming services and businesses in the 21st century. “What is the direction of the business innovation using new ICT?” is a highly concerned question for business researchers and practitioners. Aiming to answer the question, this book conducts a number of cases studies in the Asia-Pacific region, including the Mainland China, Taiwan, Japan,

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Malaysia, Vietnam, as well as Australia. Among the studies, there are 4 cases from ICT providers, 4 cases from traditional and services, and 6 cases from new ICT applications and businesses. Each case analyzes social needs and human desires, new value created, roles of new technologies, processes and difficulties in developing new businesses, the relationship among customers, providers, and stakeholders, value chain co-creation and optimization, factors of success, and business models. Finally, the direction of business innovation with new ICT in the Asia-Pacific is suggested by summarizing the findings from the case studies through the lens of the theoretical analysis in service science.

Interest in the phenomenon known as "lean" has grown significantly in recent years. This is the first volume to provide an academically rigorous overview of the field of lean management, introducing the reader to the application of lean in diverse application areas, from the production floor to sales and marketing, from the automobile industry to academic institutions. The volume collects contributions from well-known lean experts and up-and-coming scholars from around the world. The chapters provide a detailed description of lean management across the manufacturing enterprise (supply chain, accounting, production, sales, IT etc.), and offer important perspectives for applying lean across different industries (construction, healthcare, logistics). The contributors address challenges and opportunities for future development in each of the lean application areas, concluding most chapters with a short case study to illustrate current best practice. The book is divided into three parts: The Lean Enterprise Lean across Industries A Lean World. This handbook is an excellent resource for business and management students as well as any academics, scholars, practitioners, and consultants interested in the "lean world." The present economic and social environment has given rise

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to new situations within which companies must operate. As a first example, the globalization of the economy and the need for performance has led companies to outsource and then to operate inside networks of enterprises such as supply chains or virtual enterprises. A second instance is related to environmental issues. The statement about the impact of industrial activities on the environment has led companies to revise processes, to save energy, to optimize transportation.... A last example relates to knowledge. Knowledge is considered today to be one of the main assets of a company. How to capitalize, to manage, to reuse it for the benefit of the company is an important current issue. The three examples above have no direct links. However, each of them constitutes a challenge that companies have to face today. This book brings together the opinions of several leading researchers from all around the world. Together they try to develop new approaches and find answers to those challenges. Through the individual chapters of this book, the authors present their understanding of the different challenges, the concepts on which they are working, the approaches they are developing and the tools they propose. The book is composed of six parts; each one focuses on a specific theme and is subdivided into subtopics.

The Handbook of 21st Century Management provides authoritative insight into the key issues for students in college or corporate courses with a particular emphasis on the current structure of the topic in the literature, key threads of discussion and research on the topic, and emerging trends. This resource is useful in structuring exciting and meaningful papers and presentations and assists readers in deciding on management areas to take elective coursework in or to orient themselves towards for a career. Indeed, familiarity with many of the topics in this Handbook would be very useful in job interviews for positions in business.

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Manufacturers have shifted their focus from products to smart solutions in search of higher returns and additional growth opportunities. This shift, described as servitization, or lately as a digital servitization, is not a simple process. Academic study has revealed that its issues are complex, problematic, contingent, and even paradoxical, involving multiple organizational layers, such as operations, strategic, relational, and even ecosystemic layers. Recent literature studies have called for improved theories in servitization, and even alternative narratives. In this handbook, the chapters take different perspectives towards servitization, digital servitization or Product-Service-Software systems, presenting and debating over concepts such as organizational transformation, change management, strategic management, business models, innovation and product-service operations. The handbook provides an opportunity to develop improved theoretical grounds for servitization, and thus to elaborate and develop the field further. This volume will be of great interest for the servitization community, including scholars, Ph.D. and master students, but also company managers, developers and consultants facilitating company's servitization efforts.

Electronic Enclosures, Housings and Packages considers the problem of heat management for electronics from an encasement perspective. It addresses enclosures and their applications for industrial electronics, as well as LED lighting solutions for stationary and mobile markets. The book introduces fundamental concepts and defines dimensions of success in electrical enclosures. Other chapters discuss environmental considerations, shielding, standardization, materials selection, thermal management, product design principles, manufacturing techniques and sustainability. Final chapters focus on business fundamentals by outlining successful technical propositions and potential future

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directions. Introduces the concepts of materials recycling and sustainability to electronic enclosures Provides thorough coverage of all technical aspects relating to the design and manufacturing of electronic packaging Includes practical information on environmental considerations, shielding, standardization, materials selection, and more

This edited book intends to provide knowledge on tools and practices of servitization to facilitate the formulation and implementation of servitization-based strategies, service infusion and manufacturing service transition globally. Including 22 practically relevant contributions, this book aims to help scholars and practitioners seeking to facilitate servitization in companies through original perspectives and advanced thinking in related issues such as business models, strategic change, practices, processes, routines, value creation and appropriation. Employing practice theory as a useful frame, the contributions span theoretical approaches such as product-service systems, service science, services-dominant logic and cocreation, resource-based views, industrial organization and institutional theory. The book presents tools and frameworks to enable and support servitization and engender understanding of servitization-as-practice.

An expert offers a set of rules that will help managers achieve dramatic improvements in operations performance. In recent years, management gurus have urged businesses to adopt such strategies as just-in-time, lean manufacturing, offshoring, and frequent deliveries to retail outlets. But today, these much-touted strategies may be risky. Global financial turmoil, rising labor costs in developing countries, and huge volatility in the price of oil and other commodities can disrupt a company's entire supply chain and threaten its ability to compete. In *Operations Rules*, David Simchi-Levi identifies the crucial element in a company's success: the link between

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the value it provides its customers and its operations strategies. And he offers a set of scientifically and empirically based rules that management can follow to achieve a quantum leap in operations performance. Flexibility, says Simchi-Levi, is the single most important capability that allows firms to innovate in their operations and supply chain strategies. A small investment in flexibility can achieve almost all the benefits of full flexibility. And successful companies do not all pursue the same strategies. Amazon and Wal-Mart, for example, are direct competitors but each focuses on a different market channel and provides a unique customer value proposition—Amazon, large selection and reliable fulfillment; Wal-Mart, low prices—that directly aligns with its operations strategy. Simchi-Levi's rules—regarding such issues as channels, price, product characteristics, value-added service, procurement strategy, and information technology—transform operations and supply chain management from an undertaking based on gut feeling and anecdotes to a science.

Now in its fourth edition, the hugely successful *Emarketing Excellence* is fully updated; keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric e-marketing plans. A practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools. This new edition seamlessly integrates social media technology like Facebook check-in, social networking, tablets and mobile applications into the mix, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes brand new

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sections on online marketing legislation and QR codes, plus an expanded section on email marketing, the most commonly used e-marketing tool. Offering a highly structured and accessible guide to a critical and far-reaching subject, Emarketing Excellence 4e provides a vital reference point for all students of business or marketing and marketers and e-marketers involved in marketing strategy and implementation and who want a thorough yet practical grounding in e-marketing.

In today's rapidly changing business environment, strong influence of globalization and information technologies drives practitioners and researchers of modern supply chain management, who are interested in applying different contemporary management paradigms and approaches, to supply chain process. This book intends to provide a guide to researchers, graduate students and practitioners by incorporating every aspect of management paradigms into overall supply chain functions such as procurement, warehousing, manufacturing, transportation and disposal. More specifically, this book aims to present recent approaches and ideas including experiences and applications in the field of supply chains, which may give a reference point and useful information for new research and to those allied, affiliated with and peripheral to the field of supply chains and its management.

The Concurrent Engineering (CE) approach was developed in the 1980s, based on the concept that different phases of a product life cycle should be conducted concurrently and initiated as early as possible within the Product Creation Process (PCP). CE concepts

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have matured and become the foundation of many new ideas, methodologies, initiatives, approaches and tools. This book contains the proceedings from the 23rd ISPE Inc. International Conference on Transdisciplinary (formerly: Concurrent) Engineering, held in Curitiba, Parana, Brazil, in October 2016. The conference, entitled 'Transdisciplinary Engineering: Crossing Boundaries', provides an important forum for international scientific exchange on Concurrent Engineering and collaborative enterprises, and attracts the participation of researchers, industry experts and students, as well as government representatives. The 108 peer reviewed papers and keynote speech included here, range from theoretical and conceptual to strongly pragmatic works, which are organized into 17 sections including: Concurrent Engineering and knowledge exchange; engineering for sustainability; multidisciplinary project management; collaborative design and engineering; optimization of engineering operations and data analytics; and multidisciplinary design optimization, among others. The book gives an overview of the latest research, advancements and applications in the field and will be of interest to researchers, design practitioners and educators.

The two volumes IFIP AICT 397 and 398 constitute the thoroughly refereed post-conference proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2012, held in Rhodes, Greece, in September 2012. The 182 revised full papers were carefully reviewed and selected for inclusion in the two volumes. They are organized in 6

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parts: sustainability; design, manufacturing and production management; human factors, learning and innovation; ICT and emerging technologies in production management; product and asset lifecycle management; and services, supply chains and operations.

This book contains the refereed proceedings of the 10th International Conference on Knowledge Management in Organizations, KMO 2015, held in Maribor, Slovenia, in August 2015. The theme of the conference was "Knowledge Management and Internet of Things." The KMO conference brings together researchers and developers from industry and academia to discuss how knowledge management using big data can improve innovation and competitiveness. The 59 contributions accepted for KMO 2015 were selected from 163 submissions and are organized in topical sections on: knowledge management processes, successful knowledge sharing and knowledge management practices, innovations for competitiveness, knowledge management platforms and tools, social networks and mining techniques, knowledge management and the Internet of Things, knowledge management in health care, and knowledge management in education and research.

To make the service integration a success story despite the many challenges, L J Oberle argues that management understanding is necessary to address the key success factors in the individual strategic approaches. These approaches concern either the core business or an explore business unit and vary in their integration degree. Thus, knowing which strategy is

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pursued allows to determine the most relevant success factors, which is the first step towards successful servitization and post-merger integration. Only if these factors are identified and addressed correctly, M&A is a promising approach to servitization for industrial companies, as L J Oberle's findings from the analysis of 8 case studies and a total of 24 interviews prove. The Author: Laura Johanna Oberle currently does a doctorate on business process management in service operations and servitization at the Chair of Service Operations Management at the University of Mannheim in cooperation with a German consultancy specialized in post-merger integration projects.

As Industry 4.0 brings on a new bout of transformation and fundamental changes in various industries, the traditional manufacturing and production methods are falling to the wayside. Industrial processes must embrace modern technology and the most recent trends to keep up with the times. With "smart factories"; the automation of information and data; and the inclusion of IoT, AI technologies, robotics, and cloud computing comes new challenges to tackle. These changes are creating new threats in security, reliability, the regulations around legislation and standardization of technologies, malfunctioning devices or operational disruptions, and more. These effects span a variety of industries and need to be discussed. Research Anthology on Cross-Industry Challenges of Industry 4.0 explores the challenges that have risen as multidisciplinary industries adapt to the Fourth Industrial Revolution. With a shifting change in technology,

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operations, management, and business models, the impacts of Industry 4.0 and digital transformation will be long-lasting and will forever change the face of manufacturing and production. This book highlights a cross-industry view of these challenges, the impacts they have, potential solutions, and the technological advances that have brought about these new issues. It is ideal for mechanical engineers, electrical engineers, manufacturers, supply chain managers, logistics specialists, investors, managers, policymakers, production scientists, researchers, academicians, and students looking for cross-industry research on the challenges associated with Industry 4.0.

Asset management is becoming increasingly important to an organization's strategy, given its effects on cost, production, and quality. No matter the sector, important decisions are made based on techniques and theories that are thought to optimize results; asset management models and techniques could help maximize effectiveness while reducing risk. *Optimum Decision Making in Asset Management* posits that effective decision making can be augmented by asset management based on mathematical techniques and models. Resolving the problems associated with minimizing uncertainty, this publication outlines a myriad of methodologies, procedures, case studies, and management tools that can help any organization achieve world-class maintenance. This book is ideal for managers, manufacturing engineers, programmers, academics, and advanced management students. This book explores the practical implementation of

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an advanced after-sales management framework devoted to warranty management. The framework is intended for companies producing either standardized or customized products and such a management tool will facilitate organizational improvement and support innovative decision making processes for technical assistance in after-sales services. “After–sales Service of Engineering Industrial Assets” comprises a proposal for a warranty management framework, with an account of the different methods that can be used to improve decision making in the different stages of the after-sales service management process, and strategies for strengthening the structure and foundations of the framework. A review of the fundamental issues and current research topics in warranty management and after sales services is also provided, which is exemplified by a case study. This book is intended for postgraduates, researchers and engineers who are interested in after sales management, assets engineering and warranty management.

This edited book serves to unify the current state of knowledge for 3D printing / Additive Manufacturing and its impact on manufacturing operations. Bringing together leading experts from across the operations and supply chain disciplines the contributions offer a concise, accessible, and focused text for researchers and practitioners alike. Showing how 3DP can be implemented in a multitude of business

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models, the book explores how to manage 3DP both in the production environment and wider supply chain.

Tim Posselt investigates the factors leading to organizational competence for servitization - a key strategic alternative in times of digitalization and globalization -, and analyses the transformation process servitizing firms undergo. He explores the issue through conceptual research and case studies, and identifies the ability to access and leverage customer knowledge as the foundation of successful servitization. The findings provide valuable insight for managers looking to strengthen their service business, and add to literature on servitization and service-dominant logic.

This book summarizes the “interim result” of the servitization activities in manufacturing industries. While the early literature on servitization tended to stress only its advantages, more recently, scholars have also started to refer to the challenges associated with servitization. This book attempts to give a balanced picture of servitization. The book is structured in four parts: Part I introduces the topic by presenting the most recent academic discussion about servitization and uses an empirical analysis to show the degree of servitization across Europe. The results of this analysis are then compared to the discussion in the literature. This comparison highlights the existing discrepancies between the

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rather euphoric literature and the more skeptical practical experience. The second and third parts attempt to explain these discrepancies by taking as a starting point the assumption that servitization recommendations have to consider the heterogeneity of the manufacturing sector and the capabilities of the provider. Part II presents articles which analyze the specific characteristics of different sectors with their barriers and potentials and presents frameworks for a successful servitization of the core sectors in European manufacturing industries which include, e.g. aeronautics, automotive, ICT, chemical industries, pulp and paper industries and different engineering sectors. Part III focuses on companies' capabilities which are necessary for successful servitization. These include strategic management, marketing, organization, innovation, engineering, human resources, controlling, quality and networks. All the contributions in parts II and III add up to a detailed picture of servitization for sectors and functions and indicate the practical implications for enterprises in manufacturing industries. The fourth part concludes the book with a chapter summarizing the findings and giving an outlook of servitization in manufacturing industries, its challenges and future developments.

This book brings together some of the latest thinking by leading experts from around the world on

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integrating systems and strategies in production management and related issues that are relevant for making production into a competitive resource for the firm. This book is composed of five parts, each focused on a specific theme: Linking systems and strategies; Strategic operations management; IS/IT applications in the value chain; Modelling and simulation; Improving operations.

Designing Your Organization is a hands-on guide that provides managers with a set of practical tools to use when making organization design decisions. Based on Jay Galbraith's widely used Star Model, the book covers the fundamentals of organization design and offers frameworks and tools to help leaders execute their strategy. The authors address the five specific design challenges that confront most of today's organizations:

- Designing around the customer
- Organizing across borders
- Making a matrix work
- Solving the centralization—and decentralization dilemma
- Organizing for innovation

In order to keep up with the constant changes in technology, business have adopted supply chain management to improve competitive strategies on a strategic and operational level. Supply Chain Management: Concepts, Methodologies, Tools, and Applications is a reference collection which highlights the major concepts and issues in the application and advancement of supply chain management. Including research from leading

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scholars, this resource will be useful for academics, students, and practitioners interested in the continuous study of supply chain management and its influences.

Now in its fifth edition, the hugely popular *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to:

- Draw up an outline digital marketing plan
- Evaluate and apply digital marketing principles and models
- Integrate online and offline communications
- Implement customer-driven digital marketing
- Reduce costly trial and error
- Measure and enhance your digital marketing
- Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter.

This new edition seamlessly integrates the latest changes in social media technology,

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including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation.

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