Managing Consumer Services

Factory or Theater?

This book presents latest research on the evolution of consumer services, as these services continue to become a larger part of the economy in the world.

Features
- Presents an innovative perspective for both researchers and practitioners in service management
- Discusses ready-to-implment practices and models for business

Contents

Fields of interest
Services; Sales/Distribution/Call Center/Customer Service; Production/Logistics/Supply Chain Management

Target groups
Research

Discount group
Professional Non-Medical

Due March 2014
2014. Approx. 250 p. 65 illus., 6 in color. Hardcover
► $129.00
ISBN 978-3-319-04288-6

Due February 2014
2014. XI, 252 p. 98 illus. (Management for Professionals) Hardcover
► $79.99
ISBN 978-3-319-04015-8

Due March 2014
2014. XXVI, 262 p. 76 illus., 19 in color. (Fuzzy Management Methods) Hardcover
► $129.00
ISBN 978-3-319-04225-1

R. Boutellier, M. Heinzen, ETH Zürich, Zürich, Switzerland

Growth Through Innovation
Managing the Technology-Driven Enterprise

Capitalism produced entrepreneurs and property rights, the two basic pillars of innovation and growth. As the speed of technology is steadily increasing only radical innovation can be the name of the game. This book discusses technology and innovation trends by looking into historical examples and telling the latest business stories.

Features
- Learn about pirates, pioneers, innovators and imitators in business
- Each chapter is followed by a practice piece that makes the reader think about the models and concepts learned before
- Draws insights from more than 11 years of teaching executives at St. Gallen and ETH Zurich

Contents

Fields of interest
Innovation/Technology Management; R & D/Technology Policy; Organization/Planning

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

D. Fasel, Scigility, Marly, Switzerland

Fuzzy Data Warehousing for Performance Measurement
Concept and Implementation

The numeric values retrieved from a data warehouse may be difficult for business users to interpret, and may even be interpreted incorrectly. Therefore, in order to better understand numeric values, business users may require an interpretation in meaningful, non-numeric terms. However, if the transition between non-numeric terms is crisp, true values cannot be measured and a smooth transition between classes may no longer be possible. This book addresses this problem by presenting a fuzzy classification-based approach for a data warehouses. Moreover, it introduces a modeling approach for fuzzy data warehouses that makes it possible to integrate fuzzy linguistic variables in a meta-table structure. The essence of this structure is that fuzzy concepts can be integrated into the dimensions and facts of an existing classical data warehouse without affecting its core.

Features
- Presents an innovative approach for qualitative data analysis that is close to human reasoning
- A practical use case example explains how to integrate fuzzy concepts in existing data warehouses
- Provides a fuzzy data warehouse architecture overview using common open-source technologies

Contents

Fields of interest
Business Information Systems; Information Systems and Communication Service; Data Mining and Knowledge Discovery

Target groups
Research

Discount group
Professional Non-Medical
Business for Professionals/Management

V. Morabito, Bocconi University, Milan, Italy

Trends and Challenges in Digital Business Innovation

This book describes the trends in digital innovation that are of most importance for businesses and explores the key challenges. The book is in three parts, the first of which focuses on developments in digital systems. Here, the ever-growing relevance of big data, cloud computing, and mobile services for business is discussed, and detailed consideration is given to the importance of social listening for understanding user behavior and needs and the implications of IT consumerization. In the second part, trends in digital management are examined, with chapters devoted to work practice, digital business identity as well as branding and governance.

Features
➤ Provides an ideal point of reference for reliable and concise information on managerial perspectives on trends and challenges in digital innovation
➤ Includes case studies, helpful insights, and recommendations for practitioners
➤ Presents case studies of digital innovation that provide a benchmark of best practices at the global level

Contents

Fields of interest
Innovation/Technology Management; Business Information Systems; Information Systems Applications (incl.Internet)

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Due February 2014
➤ $79.99
ISBN 978-3-319-04306-7

G. Owusu, P. O’Brien, BT Technology, Service & Operations, Martlesham Heath, UK; J. McCall, The Robert Gordon University, Aberdeen, UK; N. Doherty, Loughborough University, Loughborough, UK (Eds)

Transforming Field and Service Operations

Methodologies for Successful Technology-Driven Business Transformation

The drive to realise operational efficiencies, improve customer service, develop new markets and accelerate the introduction of new products has substantially increased the complexity of field service operations. To maximise the efficiency and effectiveness of these operations, organisations have embarked on a wide range of transformation programmes that have sought to introduce automation through the use of workforce management technologies. Despite the potential business value that can be provided by such transformation programmes, too often, the automation technologies have not been fully utilised and their expected benefits have as such not been realised. Scholars of organisation change argue that the success of any transformation programme is a function of how well the technical, political, structural and social aspects of a specific project have been managed.

Features
➤ Based on many years of experience and best practices from different industries and utilising different perspectives on realising change
➤ Presents contributions by computer scientists and business and management experts
➤ Encompasses technical, political, structural and social aspects of field service transformations

Contents

Fields of interest
Innovation/Technology Management; Business Strategy/Leadership; Management of Computing and Information Systems

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Due January 2014
2013. XIX, 277 p. 73 illus., 8 in color. Hardcover
➤ $109.00
ISBN 978-3-642-44969-7

A. Steiber, Stiftelsen IMIT, Gothenburg, Sweden

The Google Model

Managing Continuous Innovation in a Rapidly Changing World

This book shows how companies like Google have reinvented the common practice in management in order to continuously innovate in fast changing industries. With the ever-increasing pace of change, reinventing existing management principles could become a necessity and prove crucial in the long-term competitiveness of many companies. The book presents a unique synthesis of findings from leading research on long-term competitiveness in fast changing industries. The core of the study comprises an exclusive 1-year in-depth research study on the drivers of innovation at Google and includes examples on how Google has translated the reinvented management principles into practice. The book also offers key action-points to help practitioners in reinventing their own management models for continuous innovation.

Features
➤ Presents a unique synthesis on management characteristics for long term competitiveness in fast changing industries
➤ Based on an exclusive 1-year behind-the-scenes research study conducted by authors at Google
➤ Provides examples on how companies like Google have reinvented management models into practice

Contents

Fields of interest
Business Information Systems; Computer Applications in Administrative Data Processing; Organization/Planning

Target groups
Research

Discount group
Professional Non-Medical

Due April 2014
2014. 120 p. 10 illus. (Management for Professionals) Hardcover
➤ $59.99
ISBN 978-3-319-04207-7
Solution Business
Building a Platform for Organic Growth

Success in solution business starts by accepting that solution business is a separate business model, not simply another product category or an extension of the existing product business. This book identifies the business model areas that firms need to focus on when transforming into solution business. It further organizes these areas into three sets of capabilities and practices: commercialization, industrialization and solution platforms.

Features
- First book with a comprehensive approach to the transformation towards solution business
- Offers practical guidance on how to industrialise business solutions
- Provides real-life examples globally collected from both multinational and smaller firms
- Helps to achieve a sustainable competitive advantage which is not visible to competitors

Contents

Fields of interest
Business Strategy/Leadership; Organization/Planning; Sales/Distribution/Call Center/Customer Service

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Integrated Project Management and Control
First Comes the Theory, then the Practice

This book presents an integrated approach to monitoring projects in progress using Earned Value and Earned Schedule Management combined with Schedule Risk Analysis. Monitoring and controlling projects involves processes for identifying potential problems in a timely manner. When necessary, corrective actions can be taken to exploit project opportunities or to get faltering projects back on track. The prerequisite is that project performance is observed and measured regularly to identify variances from the project baseline schedule. Therefore, monitoring the performance of projects in progress requires a set of tools and techniques that should ideally be combined into a single integrated system. The book offers a valuable resource for anyone who wants to understand the theory first and then to use it in practice with software tools.

Features
- Provides an overview of formulae used for Earned Value Management and Schedule Risk Analysis
- Shows how to practically visualize project control concepts
- Includes two software tutorial overviews to facilitate application of the project management concepts

Contents

Fields of interest
Project Management; Operation Research/Decision Theory; Organization/Planning

Target groups
Professional/practitioner

Discount group
Professional Non-Medical