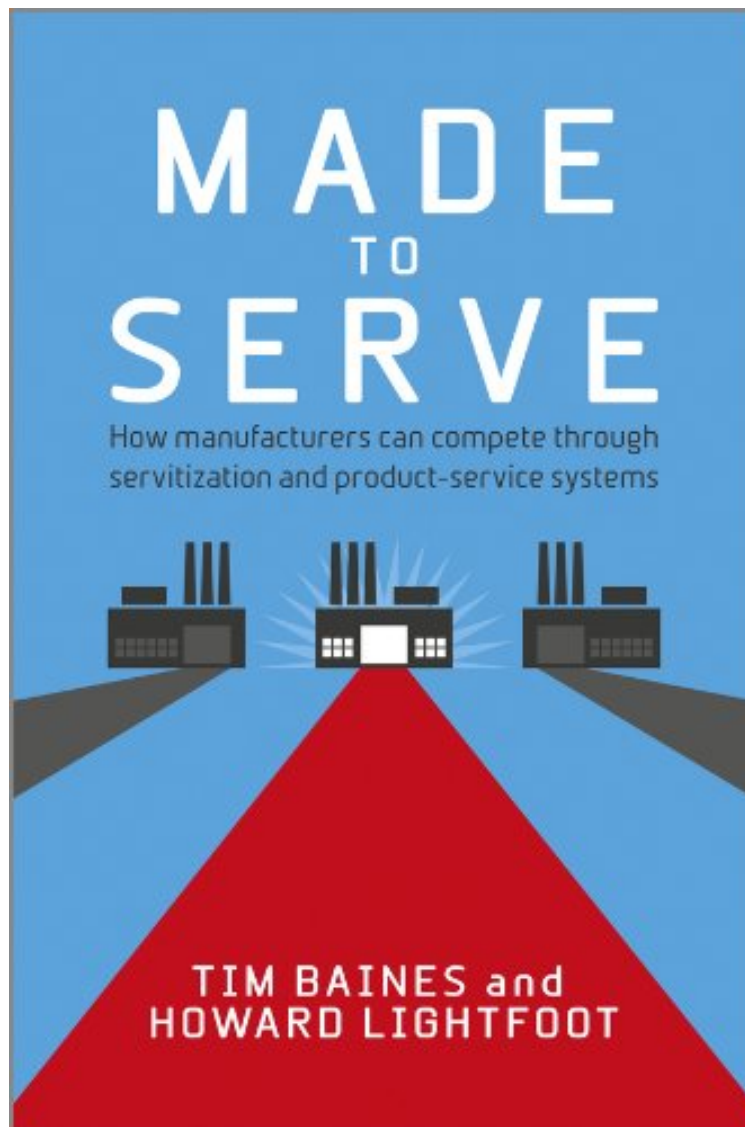


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Made to Serve: How Manufacturers can Compete Through Servitization and Product Service Systems

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and Howard Lightfoot capture the essence of this transformation in their explanation of how manufacturers can compete and gain competitive advantage through servitization and product-service systems. This book is required reading for any product manufacturing business of any size, anywhere; a primer that explains what servitization is and validates how it can positively impact revenues, profit margins and customer satisfaction. Using real-world examples and solid research, it outlines a framework to help companies identify servitization opportunities, understand the risks, and then take strategic steps toward transformation to more customer focused outcomes. 0 of 0 people found the following review helpful. Three Stars By rockgood

A comprehensive, practical introduction to one of the most important new trends in manufacturing, globally The delivery of a service component as an added value when providing products, servitization is all the rage in the manufacturing sector around the world. Yet, despite the clear competitive advantage of servitization, most manufacturers remain reluctant to venture into, what for them, is a strange new world. Written by a team of internationally respected servitization experts and innovators, this book provides you with a detailed road map for successfully navigating the servitization terrain. Unlike most authors on the subject who merely sing the praises of servitization, Baines and Lightfoot provide you with a framework for accessing the feasibility of adopting a services-led competitive strategy in your company, along with strategies for designing and implementing the kinds of service offerings customers increasingly are coming to expect. Grounded in real-world practice and supported by a wealth of up-to-the minute research, this book helps ease the way for manufacturers considering adopting a servitization model Shows how to exploit your company's manufacturing competencies to build a strong servitization element without becoming "just another services company" Provides numerous illustrations and examples of services-led competitive strategies, with an emphasis on the advanced services most widely associated with servitization worldwide Packed with fascinating and instructive case studies from leading manufacturing firms across industry sectors, including Caterpillar, Rolls-Royce, Alstom, MAN, Xerox and others

this work provides valuable insights into servitisation in general, as well as a series of strategies that can also be applied to smaller product manufacturing firms I would recommend it to academics, manufacturers and consultants who strive to grasp the world of services better. (Production Planning and Control: The Management of Operations, August 2014)From the Inside FlapA comprehensive, practical introduction to one of the most important new trends in manufacturing. The delivery of a service component as an added value when providing products, servitization is all the rage in the manufacturing sector around the world. Yet, despite the clear competitive advantage of servitization, most manufacturers remain reluctant to venture into, what for them, is a strange new world. Written by a team of internationally respected servitization experts and innovators, this book provides you with a detailed road map for successfully navigating the servitization terrain. Unlike most authors on the subject who merely sing the praises of servitization, Baines and Lightfoot provide you with a framework for accessing the feasibility of adopting a services-led competitive strategy in your company, along with strategies for designing and implementing the kinds of service offerings customers increasingly are coming to expect. Grounded in real-world practice and supported by a wealth of up-to-the minute research, this book helps ease the way for manufacturers considering adopting a servitization model. Shows how to exploit your company's manufacturing competencies to build a strong servitization element without becoming 'just another services company'. Provides numerous illustrations and examples of services-led competitive strategies, with an emphasis on the advanced services most widely associated with servitization worldwide. Packed with fascinating and instructive case studies from leading manufacturing firms across industry sectors, including Caterpillar, Rolls-Royce, Alstom, MAN, Xerox and others. From the Back Cover"Made to Serve is an indispensable guide for anyone considering moving their business from traditional product-based operations to service-based customer offerings. The book is filled with practical examples drawn from successful service businesses and explains the underlying philosophy needed to create and nurture a 'service based' business. It is easy to read, as well as informative."mdash;Jon R. Greiner, DTM, President, JRG Consulting "Today, customers have a wide variety of high quality equipment to choose from and manufacturers and dealers who cannot differentiate themselves from the competition will find themselves losing business. Baines and Lightfoot's research of different industry leaders' best practices provides excellent insight into growing customer loyalty and increasing revenues through servitization."mdash;Mike Hulon, Customer Services Manager, Mustang Cat, Houston Texas "Tim and Howard have done an excellent job in critically examining the custom, practice, motivation and key success factors of a number of the most forward thinking organisations in industrial product based servitization. Any company with a product that lasts more than 5 years in operation and a significant 'support' element to its cost of operation would be well advised to take the lessons captured in this book to heart."mdash;Andy Harrison, Rolls-Royce Engineering, Associate Fellow "Taking us step by step through a process of skills and capability, this timely book leads us to a land of opportunity, profit and sustainability through servitization. Read it."mdash;Tim Bentley, Director, Alstom Transport "Tim Baines and Howard Lightfoot supply impressive detail to guide manufacturers, from the novice to the well informed dealer, through the complex world of advanced services. Companies seeking to advance their products by including high-

value services, would do well follow their guidance."mdash;Bob Bacon, Vice-President, General Manager of Services, Thompson Tractor Co Inc "A very insightful read containing fascinating case studies of servitization in action across different industry sectors."mdash;Zachary Emmett, General Manager, Strategy and Marketing, Xerox Europe