



Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era

By Henry Chesbrough

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era, Henry Chesbrough, The father of "open innovation" is back with his most significant book yet. Henry Chesbrough's acclaimed book Open Innovation described a new paradigm for management in the 21st century. Open Services Innovation offers a new approach that demonstrates how open innovation combined with a services approach to business is an effective and powerful way to grow and compete in our increasingly services-driven economy. Chesbrough shows how companies in any industry can make the critical shift from product- to service-centric thinking, from closed to open innovation where co-creating with customers enables sustainable business models that drive continuous value creation for customers. He maps out a strategic approach and proven framework that any individual, business unit, company, or industry can put to work for renewed growth and profits. The book includes guidance and compelling examples for small and large companies, services businesses, and emerging economies, as well as a path forward for the innovation industry. "Whether you are managing a product or a service, your business needs to become more open and more inclusive in..."



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