TITANS OF SERVICE – BUILDING STRATEGIC SERVICE LEADERSHIP

Never have services played a larger role in business than they do today. Today’s business demands exceptional knowledge and understanding of how services help companies to grow and reach higher profits. New frameworks are needed that help companies achieve competitive advantage. Through these frameworks business professionals can understand the meaning and importance of customer-centric business models. This idea inspired us to conduct this research for Titans of Service.

TITANS OF SERVICE combines theory with practical insights, examples and references from experts. Bringing together 14 service experts, this book offers the most up-to-date knowledge from this field of academia in the U.S., Europe and Asia. In addition to offering theoretical insights, practical guidance and examples, this book also gives an overview of the current and future role of services. Titans of Service provides a framework for thinking about ways in which new knowledge on services is integrated with high profit and growth.

This book is a guide for everyone interested in managing services profitably. It is based on substantial research with leading academic experts whom we call Titans, and provides a practical and insightful framework for business leaders, the educational community and students.

We hope that this book will help further the development of service thinking in organizations and beyond.

**STRUCTURE OF TITANS OF SERVICE**

- Foreword by Prof. Rajendra Srivastava
- Preface by Prof. Rajendra Srivastava
- Evolution of Services: The evolution of services and their share in business growth
- Service Quality: The role of service quality in fostering growth
- Relationship Marketing: The ways in which companies can form profitable relationships now and in the future
- Internal Branding: The alignment of internal and external brand strategies for employee led growth
- Service Design: Design as a tool for facilitating superior customer experiences
- Service Experiences: Experiences as the currency of new economic order
- Service Innovations: Specific challenges with service innovators and their role in gaining a competitive advantage
- Service in Business: The insights of marketing service as a support of customers’ value creation processes
- ISSVs: The role of increasing service intensity in industrial companies for gaining strategic leadership
- Facets of Service by Prof. Mårten Dahlskog
- Epilogue by Prof. Christian Grönroos