CONTENTS

	Acknowledgments	xi
	Introduction: Open Services and Innovation	1
1	The Case for Open Services Innovation	7
Part	: 1: A Framework to Spur Innovation and Growth	29
2	Think of Your Business as a Services Business	31
3	Co-Create with Your Customers	53
4	Extend Services Innovation Outside Your Organization	68
5	Transform Your Business Model with Services	89
Part	2: Open Services Innovation in Practice	113
Part 6	2: Open Services Innovation in Practice Open Services Innovation in Larger Companies	113 115
	•	
6	Open Services Innovation in Larger Companies	115
6 7	Open Services Innovation in Larger Companies Open Services Innovation in Smaller Companies	115 133
6 7 8	Open Services Innovation in Larger Companies Open Services Innovation in Smaller Companies Open Services Innovation for Services Businesses	115 133 155
6 7 8 9	Open Services Innovation in Larger Companies Open Services Innovation in Smaller Companies Open Services Innovation for Services Businesses Open Services Innovation in Emerging Economies	115 133 155 169
6 7 8 9	Open Services Innovation in Larger Companies Open Services Innovation in Smaller Companies Open Services Innovation for Services Businesses Open Services Innovation in Emerging Economies Open Services Innovation: The Way Forward	115 133 155 169 188