

Contents

<i>List of Figures and Tables</i>	xi
<i>Preface</i>	xiii
Chapter 1 Introduction: Transitioning from Products to Services and Solutions	1
Chapter 2 The Service Infusion Continuum.....	5
Chapter 3 Company Configuration for Services and Solutions.....	33
Chapter 4 Capabilities: Skills, Training, and Technology	43
Chapter 5 Customization: Balancing Uniqueness with Operational Realities	55
Chapter 6 Collaboration with Customers: Engaging Customers in Service and Solution Design, Development, and Delivery.....	65
Chapter 7 Challenges to Offering New Services and Solutions.....	75
Chapter 8 Conclusion: Cultivating a Service and Solution Culture.....	83
Appendix 1 Research Approach, Resources, and Methodology	87
Appendix 2 Company Interview Guide.....	95
<i>About the Authors</i>	97
<i>Notes</i>	101
<i>References</i>	105
<i>Index</i>	115