

Smart Services Summit

Smart Services Supporting the New Normal

Ladenpreis: 164,99EUR

ISBN: 978-3-03-097041-3

Herausgeber: Mangla Utpal, Meierhofer Jürg, West Shaun

Auflage: 1st ed. 2022

Verlag: Springer, Springer International Publishing

Erscheinungsdatum: 27.04.2022

Reihe: Progress in IS

WEITERE INFORMATIONEN UND BESTELLUNG

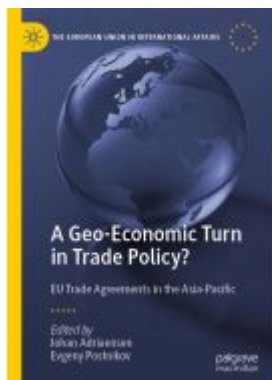
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Details

This book provides state-of-the-art descriptions of smart service innovations in the industry, supported by novel scientific approaches. It gathers findings and insights presented at the fourth Smart Services Summit, held in Zurich, Switzerland, in October 2021, which primarily focused on how smart services have enabled companies to adapt during and to the COVID-19 pandemic.

The book includes examples of remote and collaborative working that actively involve customers in service processes, requiring a change in mindset for more traditional firms. Moreover, it explores how services can be delivered faster and more affordable with the aid of new technologies and in collaboration with the customers, leading to new value propositions and business models and thus an evolution of smart services. Given its scope, the book offers an essential guide for practitioners and advanced students alike.

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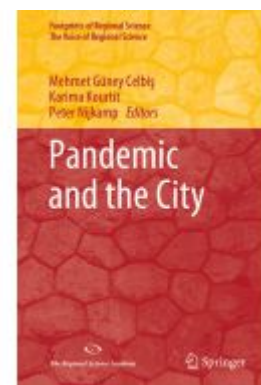
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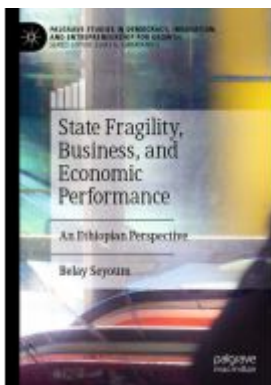
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