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entrepreneurs who
want new ways to
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they face in terms
of developing and
delivering services.

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has a broad
interpretation of
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Handbook brings together the latest academic research, and leading examples of innovative service organizations and the consultancies they work with, to outline...

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essential read for
managers in firms

that used to have a

product focus and

that are trying to

shift towards

designing services

and experiences.

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methods and 3 recipes suggesting

how to combine

them. You can

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techniques that
can be applied to a
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NHS remains a
major investor and
wealth creator in
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