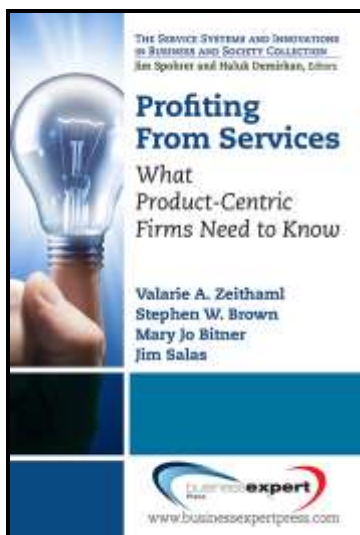




COMING SUMMER 2014!!



*Profiting From Services:  
What Product-Centric Firms Need to Know*

*By: Valarie A. Zeithaml., Stephen W. Brown, Mary  
Jo Bitner, and Jim Salas*

*Publication Date: June 2014*

**Leaders of product-oriented companies** – manufacturers, industrial suppliers, technology firms and other vendors of business goods – are coming to understand and realize the benefits of offering services to their customers. They see services as a means to financial growth, reduced revenue variability, greater differentiation from the competition, increased share of customer budget, improved customer satisfaction, loyalty and even lock-in. Yet, **few executives grasp the extent to which they must change their organizations in order to dramatically grow services.**

**How can companies successfully transform their product-centric business models into model service businesses? How can they steadily shift their revenues from *goods sold* to *services rendered*? How can they drive this transition and overcome the challenges they will face? This book addresses those questions and more.**

**The authors use their novel *services infusion continuum* to distinguish types of services and to explain how companies can infuse ever more complex and valuable services into their offerings for customers.** Service entitlements – such as repair, maintenance and warranty services – are on one side of the continuum and represent table stakes for competing in a particular product market. Yet, huge opportunities lie beyond entitlements – with services and solutions that support customers in growing their businesses or fulfilling their missions. These customer-centered services lie on the other

side of the continuum and include services such as business process outsourcing (BPO), managed services, and consulting.



**The book synthesizes the findings of academic research and business publications**, draws upon the authors' years of consulting work and features the practical experience of managers in the midst of transforming product-centric companies into service businesses. Foundational research for the book was sponsored by the Center for Services Leadership at Arizona State University and several of its FORTUNE 100 member companies.

**The book features vivid examples** from leading companies, including:

AT&T	Caterpillar	Cisco
DuPont	GE	Hewlett-Packard
IBM	Ingersoll-Rand	Pearson Education
Rolls Royce	Salesforce.com	Siemens
Sylvania	VWR International	Xerox

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# 2014 Service Infusion Book



SERVICE SYSTEMS AND INNOVATIONS IN  
BUSINESS AND SOCIETY COLLECTION  
Jim Spohrer and Haluk Demirkan, Editors

## Profiting From Services and Solutions

What  
Product-Centric  
Firms Need to Know

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