

Reading list for Customer Focused Product and Service Development, TMQU13, 2017

Additional literature

Books

Gustafsson, Anders, Johnson, Michael D., (2003) *Competing in a service economy. [Elektronisk resurs] : how to create a competitive advantage through service development and innovation*

ISBN: 0787970670, 9780787970673

San Francisco, Calif. ; [Great Britain] : Jossey-Bass, c2003; University of Michigan Business School management series