Reading list for Customer Focused Product and Service Development, TMQU13, 2019

Books

Gustafsson, Anders, Johnson, Michael D., (2003) *Competing in a service economy: how to create a competitive advantage through service development and innovation* Jossey-Bass
ISBN: 9780787970673
San Francisco, Calif. ; [Great Britain] : Jossey-Bass, c2003; University of Michigan Business School management series

Other

Additional material will be provider on the course website.