

Litteraturlista för Kundfokuserad produkt- och tjänsteutveckling, TMQU13, 2017

Kompletterande litteratur

Böcker

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

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