

## New Business for Old Europe: Product-Service Development, Competitiveness and Sustainability (Hardback)



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### **Reviews**

*This is the very best publication we have read through right up until now. It is one of the most incredible book we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

*(Miss Celia Volkman)*


## NEW BUSINESS FOR OLD EUROPE: PRODUCT-SERVICE DEVELOPMENT, COMPETITIVENESS AND SUSTAINABILITY (HARDBACK)



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Taylor Francis Ltd, United Kingdom, 2006. Hardback. Condition: New. Language: English . Brand New Book. Selling products used to be the standard way of doing business. Traditionally, it is left to the user to transform the purchase of a product into something that fulfils effectively a final-user need. Today, two streams of research - business management and sustainability - normally with very distinct perspectives on the world, have surprisingly converged to form a common conclusion: selling products is old-fashioned business. Companies should switch their focus to selling need fulfilment, satisfaction, or experiences. Or, in other words, selling integrated solutions or product-services. The business management literature argues that, by focusing on the integrated, final-client needs, and delivering integrated solutions fulfilling these needs, companies will be able to improve their position in the value chain, enhance added value of their offering, and improve their innovation potential. In a business world where many products are becoming equally well-performing commodities, this strategy is one of the ways to avoid a sheer competition on price - a type of competition that Europe never can win with emerging and low-cost economies such as China. In that sense, product-services can mean new business for old Europe. The sustainability knowledge stream argues that need-focused solutions could be inherently more sustainable than products. Product-services could offer the value of use instead of the product itself and decrease the environmental load in two ways. First, companies offering the service would have all the incentives to make the (product-)system efficient, as they get paid by the result. Second, consumers would be encouraged to alter their behaviour as they gain insight into all the costs involved with the use. Until today, the connections and interchange between the two research streams have been quite limited. The question of whether product-services truly are the...

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