Product Service Manager vs. Product Manager

Product Service Manager Product Service Manager Works on products from the Works on customer issues from APPROACH customer service end the product end Conveys the value of the product Maintains the value of service VALUE itself to a customer they provide for customers Maintains customer relationships Strives to satisfy customer FOCUS w/ the product line and brand needs



Product Service Management

Jean Dahl

Product Service Management:

Product and Services Management George Avlonitis, Paulina Papastathopoulou, 2006-04-11 A text that successfully bridges the gap between academic theorizing and practitioner applicability because it uses multiple real world examples mini cases of management techniques to illustrate the well researched academic theoretical foundations of the book Creativity and Innovation Management A complete and useful treatment of the domain of product and service decisions This book is unique in its treatment dealing with product and service portfolio evaluation new product service development and product service elimination in an integrated manner Enlivened by many mini cases the book provides a soup to nuts approach that will prove very attractive for students and be a valuable reference for managers as well Highly recommended Gary L Lilien Distinguished Research Professor of Management Science Penn State University Product and Services Management PSM is a welcome up to date summary of the key issues facing firms in developing and refreshing their portfolios. The examples and cases bring the academic arguments clearly into focus and demonstrate the crucial role of PSM in leading the overall strategy of the firm Professor Graham Hooley Senior Pro Vice Chancellor Aston University Birmingham Managers responsible for and students interested in product portfolio decisions previously had to consult several sources for obtaining up to date information books on new product development articles on service development readers on product management and frameworks for product evaluation and termination With the book Product and Services Management the reader obtains four in one Avlonitis and Papastathopoulou reveal in a compelling and comprehensive manner why product decisions are the cornerstone of modern marketing and business and illustrate the theory with numerous mini cases from Europe and elsewhere A must read for everyone with a passion for products Dr Erik Jan Hultink Professor of New Product Marketing Delft University of Technology This book provides a holistic approach to the study of product and services management It looks at the key milestones within a product s or service life cycle and considers in detail three crucial areas within product management namely product service portfolio evaluation new product service development and product service elimination Based on research conducted in Europe and North America this book includes revealing cases studies that will help students make important connections between theory and practice The pedagogical features provided in each chapter include chapter introduction summary questions and a further reading section Additional material for instructors include PowerPoint slides and indicative answers to each chapter's questions This book is written for undergraduate and postgraduate students of business administration who are pursuing courses in marketing product portfolio management new product development and product policy Marketing High Profit Product/Service Solutions Mr Roger More, 2013-06-28 Marketing High Profit Product Service Solutions addresses one of the most exciting and growing strategic marketing opportunities facing product and service companies bundling Many customers want bundled products and services which represent integrated solutions to their problems rather than buying individual products and services piecemeal and if you become that supplier it can

transform a company There are many outstanding examples Magna International grew in several stages from a supplier of basic individual auto parts to a company manufacturing a product service super bundle ultimately sourcing and assembling the entire car itself GE developed their business involving the supply of medical imaging machines to hospitals to become a super bundler of complete hospital radiological floor imaging operations planning installation and integration IBM transformed their position as a supplier of individual hardware software and peripherals to companies into a product service solution bundler of increasing complexity and finally into the super bundle of BPO Business Process Outsourcing representing an outsourced and complete integrated IT solution set for clients entire global operations Roger More explores what was learned by these leading companies amongst others when they transformed their market strategies to become bundlers of complex integrated customer solutions Over many years the author has developed and tested new concepts maps and tools for use by a wide variety of managers in developing strategies for these bundled product service solutions His book now offers these maps and tools to all who invest in a copy Product-Service Integration for Sustainable Solutions Horst Meier, 2013-03-14 An Industrial Product Service System is characterized by the integrated and mutually determined planning development provision and use of product and service shares including its immanent software components in Business to Business applications and represents a knowledge intensive socio technical system Meier Roy Seliger 2010 Since the first conference in 2009 the CIRP International Conference on Industrial Product Service Systems has become a well established international forum for the review and discussion of advances research results and industrial improvements Researchers from all over the world have met at previous IPS2 conferences in Cranfield 2009 Link ping 2010 Braunschweig 2011 and Tokyo 2012 In 2013 the 5th CIRP International Conference on Industrial Product Service Systems is held in Bochum Important topics of IPS2 research presented at the conference are planning and development sustainability business models operation service engineering knowledge management ICT modeling and simulation marketing and economic aspects as well as the role of the human in IPS2 Contract management in project management and service management - the CATS RVM® methodology Linda Tonkes, Richard Steketee, 2024-01-10 This book describes the CATS RVM methodology that proposes realization and verification management as a way to establish the relationship between contract management and project and service management The CATS RVM methodology can be applied within public and private organizations by and for clients and suppliers Realization and verification management is the realization of the objectives intended with the contract It does this by proactively realizing and verifying the performance stipulated in the contract during the execution phase of a contract managing all risks associated with the performance setting up all delivery processes coordinating applicable delivery management processes between client and supplier and preparing for these activities prior to the execution phase CATS RVM offers a methodical approach to managing contracts in project and service management It describes the basic principles the roles the points of attention for the realization and verification manager in the domains of

delivery management and contract management and the recommended way of working In addition to a description of the methodology this book also provides a description of the most common delivery management processes in both service and project management The CATS RVM methodology is aligned with the best practice contract management methodology CATS CM as described in the book CATS CM version 4 From working on contracts to contracts that work However it can be read completely independently Where relevant parts of CATS CM are also described in this book This book is suitable for anyone involved with purchase and or sales contracts in the provision of services products or projects This includes project managers service managers facility managers those responsible for a technical service and those responsible for the provision of HR services This book also contains much useful information for those who work in adjacent domains such as contract management procurement sales risk management or compliance and anyone who is responsible for contracts in a more tactical or strategic role Smart Service Management Maria Maleshkova, Niklas Kühl, Philipp Jussen, 2021-01-26 This book presents the main theoretical foundations behind smart services as well as specific guidelines and practically proven methods on how to design them Furthermore it gives an overview of the possible implementation architectures and shows how the designed smart services can be realized with specific technologies Finally it provides four specific use cases that show how smart services have been realized in practice and what impact they have within the businesses The first part of the book defines the basic concepts and aims to establish a shared understanding of terms such as smart services service systems smart service systems or cyber physical systems On this basis it provides an analysis of existing work and includes insights on how an organization incorporating smart services could enhance and adjust their management and business processes The second part on the design of smart services elaborates on what constitutes a successful smart service and describes experiences in the area of interdisciplinary teams strategic partnerships the overall service systems and the common data basis In the third part technical reference architectures are presented in detail encompassing topics on the design of digital twins in cyber physical systems the communication between entities and sensors in the age of Industry 4 0 as well as data management and integration The fourth part then highlights a number of analytical possibilities that can be realized and that can constitute or be part of smart services including machine learning and artificial intelligence methods Finally the applicability of the introduced design and development method is demonstrated by considering specific real world use cases These include services in the industrial and mobility sector which were developed in direct cooperation with industry partners The main target audience of this book is industry focused readers especially practitioners from industry who are involved in supporting and managing digital business These include professionals working in business development product management strategy and development ranging from middle management to Chief Digital Officers It conveys all the basics needed for developing smart services and successfully placing them on the market by explaining technical aspects as well as showcasing practical use cases <u>Data-Driven Decision Making for Product Service Systems</u> Giuditta Pezzotta, Roberto

Sala, Xavier Boucher, Marco Bertoni, Fabiana Pirola, 2024-06-21 This book is a compilation of theoretical and practical contributions aimed at facilitating the servitization of manufacturing companies specifically focusing on data driven decision making within the context of Product Service Systems PSS Providing a comprehensive overview it discusses the latest breakthroughs in operational tactical and strategic decision making for PSS leveraging data driven processes methodologies and tools Therefore the book significantly contributes to strengthening the knowledge on the use of data driven decision making methods and tools all the phases of the PSS lifecycle From extended warranties and leasing to pay per use and other innovative configurations manufacturing companies are increasingly adopting servitized business models and PSS to create additional value for their customers and users and create robust relationships with them ensuring more reliable cash flows In this setting effective information management and the utilization of aggregated operational data have become essential for guiding strategic tactical and operational decisions This book not only consolidates theoretical frameworks but also offers practical insights into data driven decision making in PSS providing deep knowledge on how complex decisions can be taken along the various phases of the PSS lifecycle using data driven methods and tools Key areas of focus include 1 In the Beginning of Life introducing new services tailored to customer needs disclosing new business opportunities in terms of revenues and extending the PSS Middle of Life 2 Designing or re designing assets and or services thereby influencing the PSS Beginning of Life 3 Enhancing daily decisions related to asset management to improve the PSS Middle of Life 4 Optimizing daily decisions related to service delivery and management aimed at enhancing the PSS Middle of Life 5 Facilitating informed decisions on recycling remanufacturing refurbishing and revamping impacting the PSS End of Life This book will be of interest to researchers and managers in industry as it offers insights that bridge the gap between theory and practical application in the evolving landscape of PSS Food Service Management Mr. Rohit Manglik, 2024-03-25 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels **Designing and** Managing Industrial Product-Service Systems Petri Helo, Angappa Gunasekaran, Anna Rymaszewska, 2016-08-27 This book is dedicated to the issues and complexities of industrial services supply chain management It analyzes how the transition from products to services can be managed and how supply chains can be adjusted to reflect this new status quo The book begins with chapters examining product service systems structures and servitization the services infusion process Next it presents industrial services as marketing and operations strategy The focus shifts to service delivery and this chapter discusses how the actual operations take place This is followed by an examination of the role of technology and how connected assets are utilized by product vendors in value creation. The book analyzes the transition from ownership to subscriptions in the pricing decisions chapter Then the value chain effects chapter offers an overview of the mechanisms

through which industrial companies are shortening the distance to end users and aim for a better position in the value chain Finally the conclusion addresses theoretical and empirical implications in the industrial services supply chain management

Leading Lean Jean Dahl, 2019-12-20 Companies from startups to corporate giants face massive amounts of disruption today Now more than ever organizations need nimble and responsive leaders who know how to exploit the opportunities that change brings In this insightful book Jean Dahl a senior executive and expert in the Lean mindset and its methods demonstrates why you need to embrace Modern Lean principles and thinking to redefine leadership in this age of digital disruption in order to continuously evolve the Lean enterprise Drawing on nearly three decades of corporate and consulting experience Ms Dahl lays out a new holistic framework for developing Modern Lean leaders Through personal experiences and compellingreal world case studies she explains specific steps necessary for you and your company to proactively understand and respond to change Understand the leadership challenges Lean leaders face in our 21st century global economy Explore the six dimensions of the Modern Lean Framework Learn and apply the nine steps necessary to become a Lean leader Use Modern Lean methods to build a culture of continuous learning that can be sustained and maintained within your organization Seize competitive advantage by embracing Modern Lean to tbuild an enterprise that understands how to respond to disruption Service Systems Implementation Haluk Demirkan, James C. Spohrer, Vikas Krishna, 2011-02-07 Service Systems Implementation provides the latest applications and practices aimed at improving the key performance indicators of service systems especially those related to service quality service productivity regulatory compliance and sustainable service innovation The book presents action oriented application oriented design science oriented artifacts building constructs models methods and instantiations and case study oriented research with actionable results by illustrating techniques that can be employed in large scale real world examples. The case studies will help visualize service systems along the four key dimensions of people information technology and value propositions which can help enable better integration between them towards higher value propositions. The chapters written by leading experts in the field examine a wide range of substantive issues and implementations related to service science in various industries These contributions also showcase the application of an array of research methods including surveys experiments design science case studies and frameworks providing the reader with insights and guidelines to assist in building their own service systems and thus moving toward a more favorable service customer and provider experience Service Systems Implementation along with its companion text The Science of Service Systems is designed to present multidisciplinary and multisectoral perspectives on the nature of service systems on research and practice in service and on the future directions to advance service science These two volumes compose a collection of articles from those involved in the emerging area known as service science

<u>Marketing Information Products and Services</u> International Development Research Centre (Canada),1999 Contributed articles presented at a workshop held in 1994 **Servitization in Industry** Gunter Lay,2014-06-13 This book summarizes

the interim result of the servitization activities in manufacturing industries While the early literature on servitization tended to stress only its advantages more recently scholars have also started to refer to the challenges associated with servitization This book attempts to give a balanced picture of servitization The book is structured in four parts Part I introduces the topic by presenting the most recent academic discussion about servitization and uses an empirical analysis to show the degree of servitization across Europe The results of this analysis are then compared to the discussion in the literature This comparison highlights the existing discrepancies between the rather euphoric literature and the more skeptical practical experience The second and third parts attempt to explain these discrepancies by taking as a starting point the assumption that servitization recommendations have to consider the heterogeneity of the manufacturing sector and the capabilities of the provider Part II presents articles which analyze the specific characteristics of different sectors with their barriers and potentials and presents frameworks for a successful servitization of the core sectors in European manufacturing industries which include e.g. aeronautics automotive ICT chemical industries pulp and paper industries and different engineering sectors Part III focuses on companies capabilities which are necessary for successful servitization. These include strategic management marketing organization innovation engineering human resources controlling quality and networks All the contributions in parts II and III add up to a detailed picture of servitization for sectors and functions and indicate the practical implications for enterprises in manufacturing industries The fourth part concludes the book with a chapter summarizing the findings and giving an outlook of servitization in manufacturing industries its challenges and future developments Exploring Services Science Mehdi Snene, Jolita Ralyté, Jean-Henry Morin, 2011-08-03 This book contains the refereed proceedings of the Second International Conference on Exploring Services Science IESS that was held in Geneva Switzerland in February 2010 Based on the previous edition and the momentum in this emerging and exciting field IESS 2011 offered academics researchers and practitioners from various disciplines an exploratory platform to communicate and share their results and experiences The 17 full and 2 short papers accepted for IESS were selected from 47 submissions and cover the whole life cycle of service development including service innovation service design service composition and service sustainability as well as the application of services in information technology businesses and public administration **SPS2022** A.H.C. Ng.A. Syberfeldt, D. Högberg, 2022-05-17 The realization of a successful product requires collaboration between developers and producers taking account of stakeholder value reinforcing the contribution of industry to society and enhancing the wellbeing of workers while respecting planetary boundaries Founded in 2006 the Swedish Production Academy SPA aims to drive and develop production research and education and to increase cooperation within the production area This book presents the proceedings of the 10th Swedish Production Symposium SPS2022 held in Sk vde Sweden from 26 29 April 2022 The overall theme of the symposium was Industry 5 0 Transformation Towards a Sustainable Human Centric and Resilient Production Since its inception in 2007 the purpose of SPS has been to facilitate an event at which members and interested participants

from industry and academia can meet to exchange ideas The 69 papers accepted for presentation here are grouped into ten sections resource efficient production flexible production humans in the production system circular production systems and maintenance integrated product and production development industrial optimization and decision making cyber physical production systems and digital twins innovative production processes and additive manufacturing smart and resilient supply chains and linking research and education Also included are three sections covering the Special Sessions at SPS2022 artificial intelligence and industrial analytics in industry 4 0 development of resilient and sustainable production systems and boundary crossing and boundary objects in product and production development The book will be of interest to all those involved in the development and production of future products Smart Services Summit Jürg Meierhofer, Shaun West, Thierry Buecheler, 2023-08-29 This book presents up to date descriptions of smart services innovations in industry supported by new scientific approaches It summarizes the outcomes of the fourth Smart Services Summit held in Zurich in October 2022 which primarily focused on how smart services can promote sustainability As smart services accelerate new technologies can be leveraged to create new value propositions and business models that deliver tangible sustainability outcomes This book addresses social economic and environmental aspects of sustainability in connection with new technologies It includes contributions on how the quality and value of services are affected by digital technologies how collaboration affects shared value creation and how organizations can be enabled to drive digital value creation Given its scope the book represents an indispensable guide for practitioners and advanced students alike **Congressional Record** United States. Congress, 1975 Handbook of Service Experience Per Kristensson, Lars Witell, Mohamed Zaki, 2025-02-12 This prescient Handbook adopts an overarching perspective on service experiences in business contexts Incorporating up to date research and empirical case studies chapters focus on customer experience design innovation and management in the digital era Hybrid Value Creation Vivek K. Velamuri, 2013-04-09 This work deals with hybrid value creation i e the process of generating additional value by innovatively combining products tangible component and services intangible component Vivek K Velamuri provides a systematic assessment of the state of the art of the field and identifies empirically derived strategies for hybrid value creation In addition it helps practitioners to come to grips with understanding the dynamics of hybrid value creation irrespective of the industry they are in At the same time directions for future research are identified and provided A Guide to the Wireless Engineering Body of Knowledge (WEBOK) G. Giannattasio, J. Erfanian, P. Wills, Hung Q. Nguyen, T. Croda, K. Rauscher, X. Fernando, N. Pavlidou, K. Daniel Wong, IEEE Communications Society, 2009-03-17 The ultimate reference book for professionals in the wireless industry. The information presented in this book reflects the evolution of wireless technologies their impact on the profession and the industry's commonly accepted best practices Organized into seven main areas of expertise A Guide to the Wireless Engineering Body of Knowledge WEBOK enhances readers understanding of Wireless access technologies Network and service architecture Network management

and security Radio frequency engineering propagation and antennas Facilities infrastructure Agreements standards policies and regulations Wireless engineering fundamentals Complemented with a large number of references and suggestions for further reading the WEBOK is an indispensable resource for anyone working in the wireless industry **Wi-Fi 7** Gang Cheng, Zhihong Qian, Yiming Jiang, Zhijie Yang, Thirumurthy Rajamanickam, 2024-12-06 This Wi Fi 7 technology book serves as an essential and comprehensive professional reference for the academics and industry professionals covering the entire Wi Fi series across various generations. It offers a primary focus on the latest advancements in industrial Wi Fi 7 principles and specifications Additionally the book provides valuable insights into innovative strategies for Wi Fi 7 product development strategies testing methodologies and diverse applications across industrial and home environments. It serves as a practical resource for those planning to adopt Wi Fi 7 technology in the design and development processes By reading this book you will not only gain insights into the state of the art of Wi Fi 7 technology but also develop a deep understanding of the origins the process of developing Wi Fi 7 products various applications and solutions where Wi Fi 7 can be utilized and the current state of the industry in relation to Wi Fi 7 technology compared to the other wireless technologies Each section of this book follows a systematic approach beginning with an introduction to the technology concept and offering numerous concrete examples for illustration purpose Abundant diagrams and pictures have been included in the book s design to facilitate clear and quick comprehension of the topics for readers

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