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By Herve Mathe



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Living Innovation: Competing in the 21st Century Access Economy explores how the digital revolution has empowered customers, and how organizations have to innovate to gain a deeper understanding of user needs. Stepping away from the traditional mindset of products being the foremost concern of an organization, this book elaborates on how service value and the management of customer relationships are some of the new goals of an experience-driven economy. The ten chapters of this book provide insights and different perspectives into this new economy, including the consequences of the shift away from a product-based mindset, the role of the physical space as a stimulator of innovation and the keys to making service innovation a success.



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