Chapter 1
Setting the scene: introducing the topic of service innovation and its management

1.1 Introduction
1.2 Two key problems addressed
1.3 Defining services and service innovation
1.4 What makes services and service innovation so important?
1.5 Why is service innovation so difficult to assess in practice?
1.6 Key questions, our approach and outline
1.7 Framing our contribution to the service innovation debate

Chapter 2
Defining service innovation: the 4D-model and five innovation patterns

2.1 Introduction
2.2 What does it mean to produce a service?
2.3 A four dimensional model of service innovation
2.4 Patterns of service innovation
2.5 A sectoral perspective on the 4D-innovation model and service innovation patterns

Chapter 3
Measuring innovation in a ‘low tech’ service industry: the case of the Dutch hospitality industry

3.1 Introduction
3.2 Literature review
3.3 Innovation in the Dutch hospitality industry – in comparison
3.4 A dedicated framework for measuring innovation in the hospitality industry
3.5 Methodology
3.6 Survey results
3.7 Conclusions
Chapter 4
The organisation of innovation in services: evidence from 20 European firms

4.1 Introduction and study design
4.2 Overall overview case study results
4.3 Conceptualisation of R&D
4.4 Motivation for services' R&D
4.5 Organizational arrangements
4.6 Decision-making on R&D activities
4.7 Formalisation of R&D
4.8 R&D co-operation
4.9 Participation in publicly funded R&D programmes
4.10 Policy issues
4.11 How valid are the results of these case studies?
4.12 Summary of the case study results and some practical implications

Chapter 5
Randstad's business model of innovation: results from an exploratory study in the temporary staffing industry

5.1 Introduction
5.2 Services and innovation
5.3 Method and case company
5.4 Business model of corporate innovation
5.5 Discussion

Chapter 6
Dynamic capabilities for managing service innovation

6.1 Introduction
6.2 Defining dynamic service innovation capabilities
6.3 How we address fundamental concerns regarding the RBV/DCV of the firm
6.4 Service innovation dimensions revisited: the 6D-service innovation model
6.5 Dynamic capabilities for managing service innovations
6.6 An integrated framework for the strategic management of service innovation

Chapter 7
Is there a rationale for service innovation policies? A menu-approach

7.1 Introduction
7.2 Three perspectives on service R&D and innovation
7.3 Arguments for a service innovation policy