
Contents

	Preface	v
Chapter 1	Introduction <i>The Editors</i>	1
Chapter 2	Process of Customer Interaction in New Service Development <i>Ian Alam</i>	15
Chapter 3	The Role of the Customer in the Development Process <i>Bodil Sandén, Anders Gustafsson and Lars Witell</i>	33
Chapter 4	Customers as Co-Innovators: An Initial Exploration of Its Strategic Importance <i>Ulf Mannervik and Rafael Ramirez</i>	57
Chapter 5	Customer-to-Customer Interaction in Service Development: A Many-to-Many Approach <i>Evert Gummesson</i>	77
Chapter 6	New Service Development: Learning from and with Customers <i>Bodil Sandén, Jonas Matthing and Bo Edvardsson</i>	99
Chapter 7	Managing Ideas That Are Unthinkable in Advance: A Matter of How and Where You Ask <i>Per Kristensson</i>	127
Chapter 8	Learning from Experiments Involving Users in Service Innovation <i>Peter R. Magnusson</i>	143
Chapter 9	Customer Involvement — Lessons Learned: A Study of Three Customer Involvement Projects at Volvo Cars <i>Fredrik Dahlsten</i>	159

Chapter 10	Service Encounter Analysis Based on Customer Retrospection <i>Per Echeverri</i>	187
Chapter 11	How to Better Learn from Users <i>Hans Björkman</i>	209
Chapter 12	Video-Based Methodology: Capturing Real-Time Perceptions of Customer Processes <i>Per Echeverri</i>	233
Chapter 13	Customer-Oriented Service Engineering As a Success Factor — Findings of Case Studies of Customer Integration in the Service Development Process <i>Rainer Nägele</i>	249
Chapter 14	Service Innovation, User Involvement and Intellectual Property Management <i>Christiane Hipp and Cornelius Herstatt</i>	269
Chapter 15	Customer and Supplier Involvement in New Service Development <i>Frank Hull, Bo Edvardsson and Chris Storey</i>	281
	Biographies	313
	Index	321