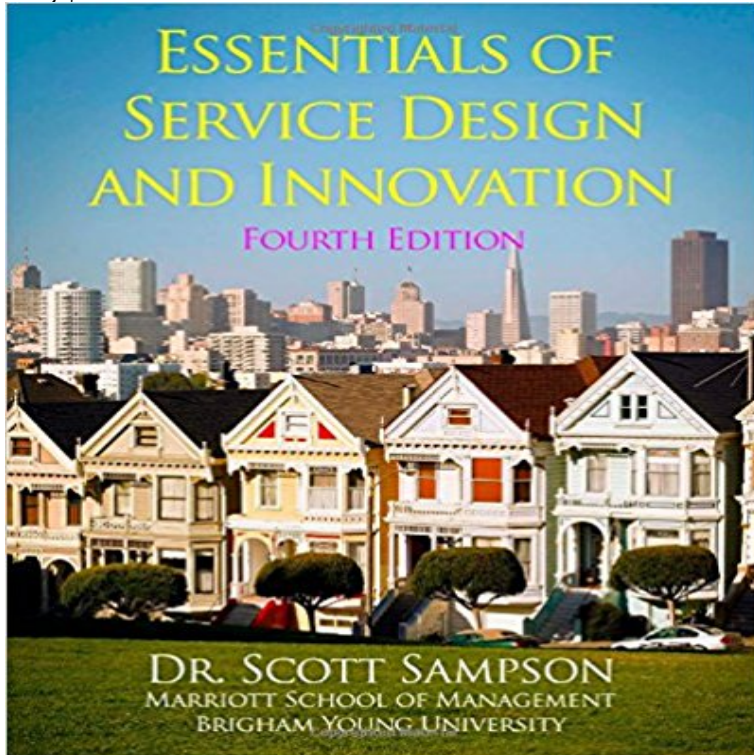


# Essentials of Service Design and Innovation - 4th Edition: Developing high-value service businesses with PCN Analysis



This is the new and expanded FOURTH edition. It will change the way you think about and approach service design and innovation. Services represent the largest portion of economic activity in developed nations, and are likely an important part of your business. Unfortunately, services traditionally have lacked the rigorous design tools we see used in designing physical products. This book describes a simple yet powerful service design tool known as PCN Analysis. The PCN tool will allow you to document and analyze the provider-customer interactions that take place in your business, showing where increased value can be realized by strategically repositioning process elements. This book shows how firms can optimally design service operations to achieve value objectives, and systematically identify innovations that provide competitive advantage. More information about the book at <http://services.byu.edu>

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