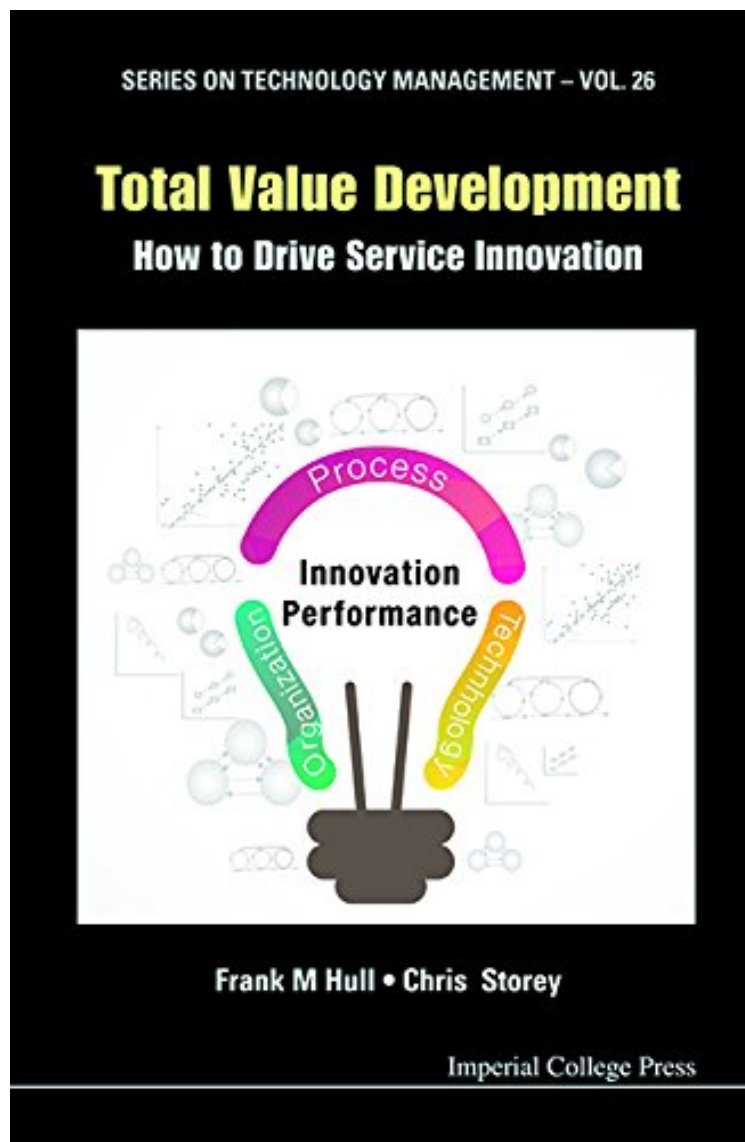


(Ebook free) Total Value Development:How to Drive Service Innovation: 26 (Series on Technology Management)

Total Value Development:How to Drive Service Innovation: 26 (Series on Technology Management)

Frank M Hull, Christopher David Storey
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Total Value Development provides a framework to help businesses innovate and derive greater value from the services they offer. The secret is to devise an innovative model built on total value creation, identified as the total value development (TVD) model. The TVD model has broad applicability for any large organization. Here, case studies are presented showing the effectiveness of the TVD model in its practical application within companies. Statistical evidence is used to recommend improvements to performance outcomes, such as time compression, cost reduction, quality and innovation. Studies of over 100 service enterprises in the United States and the United Kingdom provide compelling evidence for benefits from business model innovation. Additional material in the form of guidance forms give readers the tools needed for the implementation and recording of successful in-project value development. Providing both a practical framework and real-life examples of adding value to current business practices, this book is essential reading for executives, managers and researchers in the field of business and innovation.

From the Inside Flap Total Value Development provides a framework to help businesses innovate and derive greater value from the services they offer. The secret is to devise an innovative model built on total value creation. The total value development (TVD) model has broad applicability for any large organization. Case studies enable the reader to learn how many companies are benefitting from implementing best practices in the TVD model. Statistical evidence documents actions to improve performance outcomes such as time compression, cost reduction, quality and innovation. Studies of over 100 service enterprises in the United States and the United Kingdom provide compelling evidence for benefits from business model innovation. The worksheets provided will allow readers to benchmark current practices against the best-in-class. Readers are also given modes of action based on the insights they will gain through using this book.