

2nd edition / June 2015



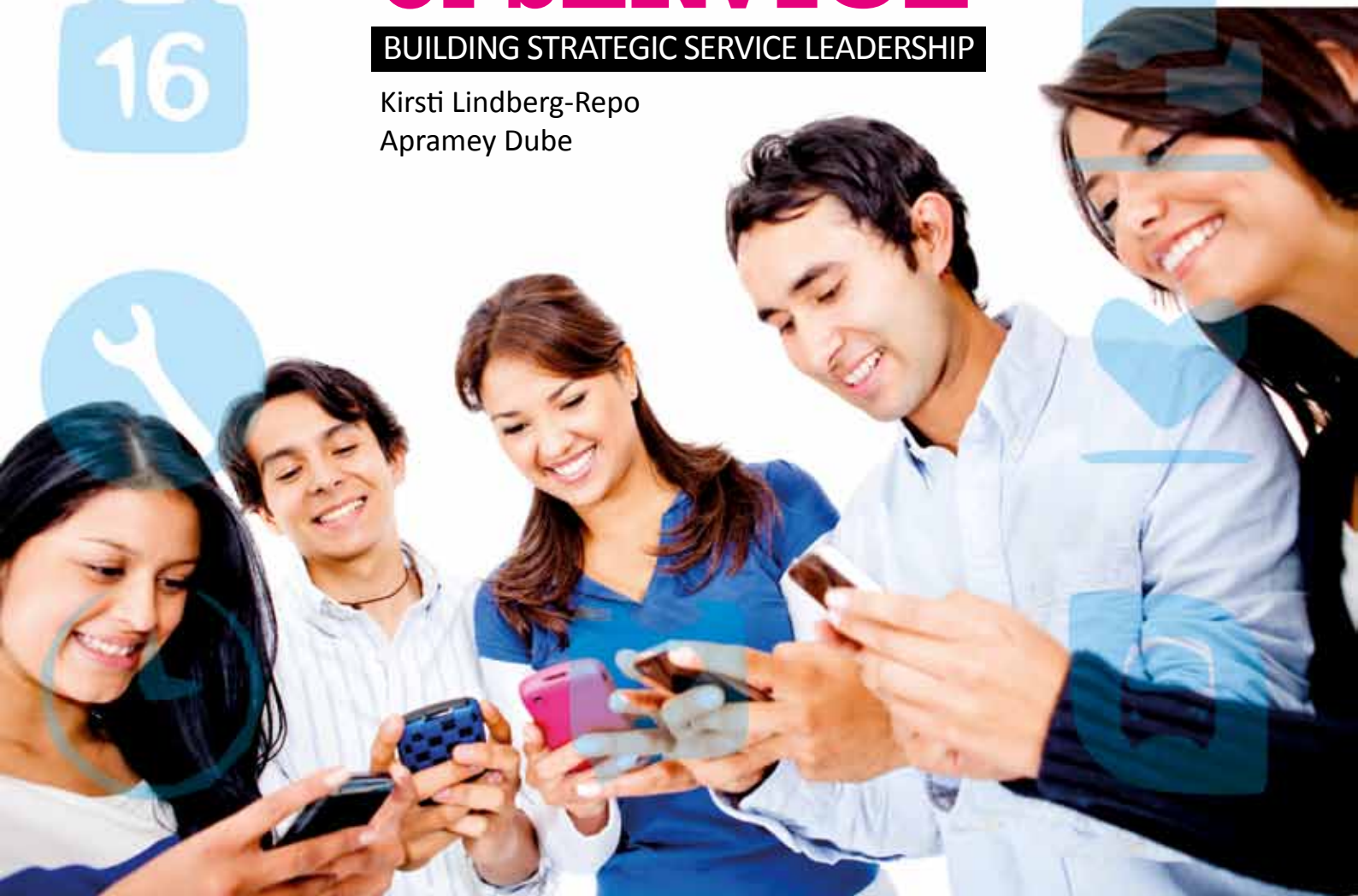
Place your order at
titanstilaukset@gmail.com

THIS BOOK WILL GUIDE YOU IN
SUCCESSFULL SERVICE BUSINESS

Titans of SERVICE

BUILDING STRATEGIC SERVICE LEADERSHIP

Kirsti Lindberg-Repo
Apramey Dube



THE AUTHORS OF TITANS OF SERVICE

KIRSTI LINDBERG-REPO

Kirsti Lindberg-Repo holds a Ph.D. in marketing from Hanken School of Economics, Helsinki, Finland. She has been actively contributing to branding research for the past 15 years and has extensive experience in co-operation with academia and practitioners. Also, she has published articles with Professor Christian Grönroos, as well as with Professor Don E. Schultz in marketing journals, such as the *Journal of Brand Management*, *Industrial Marketing Management*, and the *Legends of Marketing Series* (Christian Grönroos).

Adjunct Professor Kirsti Lindberg-Repo is a passionate brand enthusiast and recognized expert in the academic field. She believes in strong brands with a story. Her expertise primarily covers the fields of Brand Management, Service Marketing and Integrated Marketing Communications. Dr. Lindberg-Repo became interested in brands and branding when studying at Cornell University in the 90's and wrote her dissertation on the Ben & Jerry's ice cream brand.

During her research, she has developed a vast network of research partnerships with branding experts, corporate leaders and business intellectuals all around the world, particularly in the Nordic countries, the USA, and Asia. Presently she works as an adjunct professor at Aalto University, Helsinki and the University of Vaasa. In fall 2013, she was invited as the visiting professor to Singapore Management University (SMU). In addition, she has founded a research company, Brand Audit Group, based in Helsinki.

Dr. Lindberg-Repo was also the project director charged with leading the BIG 1 & 2 (Branding, Innovation and Globalization) projects at CERS, Hanken School of Economics years 2008–2011. In the BIG projects she acted as a research director and was challenged with concurrently managing international teams in USA, New Delhi, and Singapore. Her engagement with international students and researchers has also helped her develop a deeper understanding of academic working styles and cultural ethos on a global scale.

Dr. Lindberg-Repo has been actively involved in MBA and executive managerial-level education both in Finland and abroad and she has published two books on branding. Going forward, Dr. Lindberg-Repo aims to help companies to become remarkable brands, which will generate growth and build up memorable stories. Hopefully this book will be a part of that story.



APRAMEY DUBE

Apramey Dube is a doctoral candidate at the Department of Marketing at the Hanken School of Economics in Helsinki, Finland. His current research is centered primarily on investigating customer experiences of smartphone apps. In addition, Apramey works as a branding and customer experiences expert with the Finnish brand research firm, Brand Audit Group.

Apramey holds his MBA in international business from the Indian Institute of Foreign Trade (IIFT) in New Delhi, India. During his MBA studies, Apramey was chosen to visit Hanken as an exchange student. He was invited to participate in international research project in association with Hanken, IIFT and Emory University, in the USA. As an outcome of this research project, Apramey co-authored his first book *Titans of Branding* with Dr. Kirsti Lindberg-Repo in 2009.

Apramey's research is inspired by the Centre for Relationship Marketing and Service Management (CERS) at Hanken. Deeply influenced by service marketing and management research, Apramey argues strongly in favor of customer-centric experiences and urges companies to focus on these facets for a stronger competitive advantage in their respective industries.



9 ESSENTIAL CHAPTERS

58 INNOVATIVE FIGURES

20 MINI-CASES OF SERVICE CHAMPIONS

14 INTERVIEWED EXPERTS

4 REAL-LIFE BUSINESS EXAMPLES

The Book Provides Answers to:

**SUPERC
ELL**

- How Does **Supercell** Employees Generate Organizational Growth?

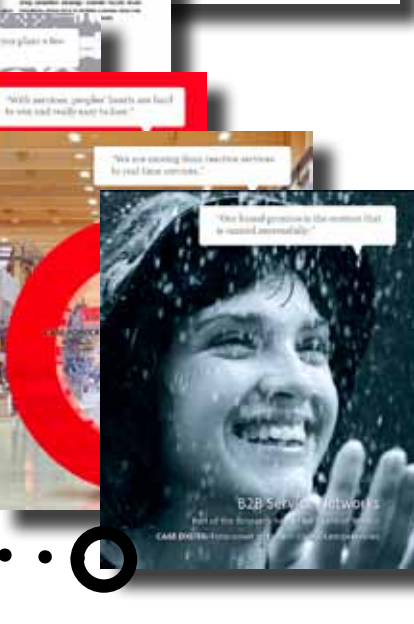
- How Does **Tinder App** Create Competitive Advantage?

tinder

- How Do **Companies in Singapore** Measure Customer Satisfaction?



- What Differentiates **Khan Academy** as a Premier Education Provider?



TITANS OF SERVICE – BUILDING STRATEGIC SERVICE LEADERSHIP

Never have services played a larger role in business than they do today. Today's business demands exceptional knowledge and understanding of how services help companies to grow and reach higher profits. New frameworks are needed that help companies achieve a competitive advantage. Through these frameworks business professionals can understand the meaning and importance of customer-centric business models. This idea inspired us to conduct this research for Titans of Service.

TITANS OF SERVICE combines theory with practical insights, examples and references from experts. Bringing together 14 service experts, this book offers the most up-to-date knowledge from this field of academia in the U.S., Europe and Asia. In addition to offering theoretical insights, practical guidance and examples, this book also gives an overview of the current and future role of services. Titans of Service provides a framework for thinking about ways in which new knowledge on services is integrated with high profit and growth.

This book is a guide for everyone interested in managing services profitably. It is based on substantial research with leading academic experts whom we call Titans, and provides a practical and insightful framework for business leaders, the educational community and students.

We hope that this book will help further the development of service thinking in organizations and beyond.

STRUCTURE OF TITANS OF SERVICE

- Foreword by Prof. Don Shultz
- Preface by Prof. Rajendra Srivastava

- **Evolution of Services:** The evolution of services and their share in business growth
- **Service Quality:** The role of service quality in fostering growth
- **Relationship Marketing:** The ways in which companies can form profitable relationships now and in the future.
- **Internal Branding:** The alignment of internal and external brand strategies for employee-led growth.
- **Service Design:** Design as a tool for facilitating superior customer experiences.
- **Service Experiences:** Experiences as the currency of new economic order
- **Service Innovations:** Specific challenges with service innovations and their role in gaining a competitive advantage
- **Service as Business Logic:** The new logic of marketing – service as a support of customers' value creation processes
- **B2B Services:** The role of increasing service infusion in industrial companies for gaining strategic leadership

- Future of Services by Prof. Micael Dahlén
- Epilogue by Prof. Christian Grönroos



2nd edition / June 2015

ISBN 978-952-93-4433-8

