



# Innovating in a Service-Driven Economy: Insights, Application, and Practice

*Richard Cuthbertson, Peder Inge Furseth, Stephen J. Ezell*

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The global digital revolution has changed consumer society, service expectations and funding models forever. New companies, such as Amazon, have risen quickly to dominate sectors, processes and markets. There is a digitally enabled global consumer society emerging where new services dominate ubiquitous and quickly copied products through new channels. It is an Amazon economy. Consumers now inform one another, bypassing traditional marketing channels; companies integrate vertically and horizontally, breaking down old structures; new ventures push out traditional players; long-term value replaces short-term profit, and so value driven service innovation becomes the new driver of economic growth and social change. *Innovating in a Service-Driven Economy* explores these changes from the perspectives of leading thinkers and practitioners in the field of innovation today including David Teece, Erik Kiaer, Henry Chesbrough, Jon H. Pittman, Jose Avalos, and Steven Vargo.

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