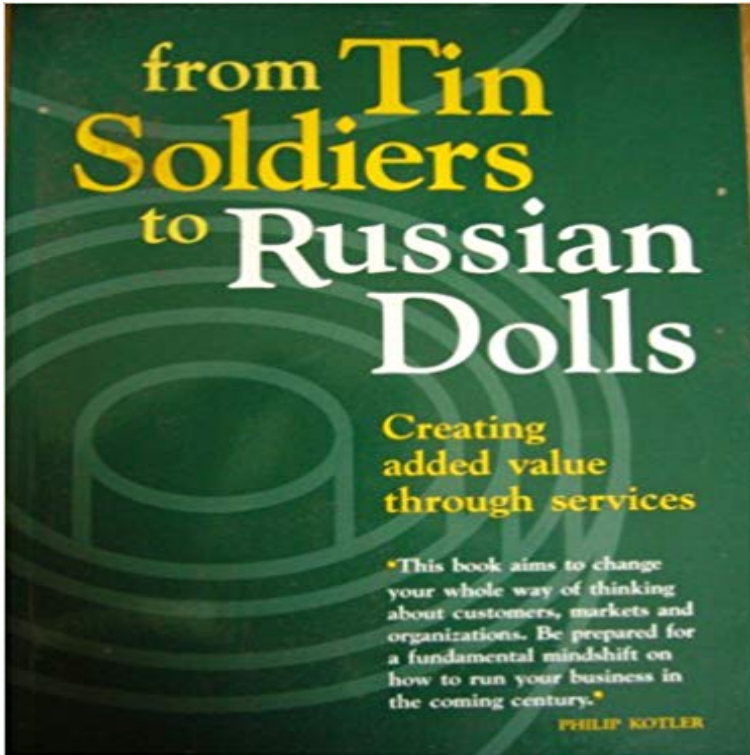


From Tin Soldiers to Russian Dolls: Creating Added Value Through Services



From Tin Soldiers to Russian Dolls examines the key strategic question of the 1990s - how will companies gain market dominance now that the emphasis has shifted from products to customer service? It examines what is happening to corporate strategy and attitudes. At the same time the author suggests what manufacturers and service companies can do to adapt their structures, skills and strategies thereby adding value through services. Sandra Vandermerwe is based at the International Institute for Management Development, Lausanne, Switzerland. She is well known for her work in the field of service marketing, as she is a prolific contributor to international journals. - The Director, June 1993

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