

Implementing international services : a tailorable method for market assessment, modularization, and process transfer

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Abstrak

The book introduces a tailorable method for the internationalization of services. Each component of the method addresses a typical challenge of the international implementation of services, such as the design and modularization of services for international markets, the choice of locations for service operations, and the transfer of services to new locations. Case studies in IT services, facility management services, and information services illustrate the practical application of the method. In-depth chapters discuss theoretical foundations of the method and insights of related research fields.