

Servitization strategy and managerial control

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469485&lokasi=lokal>

Abstrak

This book intends to present and discuss the main challenges that companies interested in servitization strategies have to overcome, with a particular focus on the design of managerial control systems. The book can represent a useful tool for companies interested developing successful servitization strategies.