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innovation is a fairly  
new arrival in the

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Innovation scene,  
those of us engaging  
in any sort of design-  
driven innovation or  
even designing have  
been doing what is  
now called 'service  
innovation' for a  
while.

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managers and

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an action-oriented  
book for managers  
and entrepreneurs  
searching ways to  
tackle issues they



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face in terms of  
developing and  
delivering services.

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service organizations,  
with a broad  
interpretation of  
services.

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academic research,

and leading examples

of innovative service

organizations and the

consultancies they

work with, to outline...

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product focus and

that are trying to shift  
towards designing  
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experiences. By

covering the early

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guides readers  
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Woven into the

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recipes suggesting

how to combine them.

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included to help

readers put some of

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England to achieve

the ambitions set out

in the Mandate, to

ramp up the pace and

scale of change, and

deliver better

outcomes for patients

across all five

domains of the NHS

Outcomes

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remains a major  
investor and wealth  
creator in the UK, and  
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