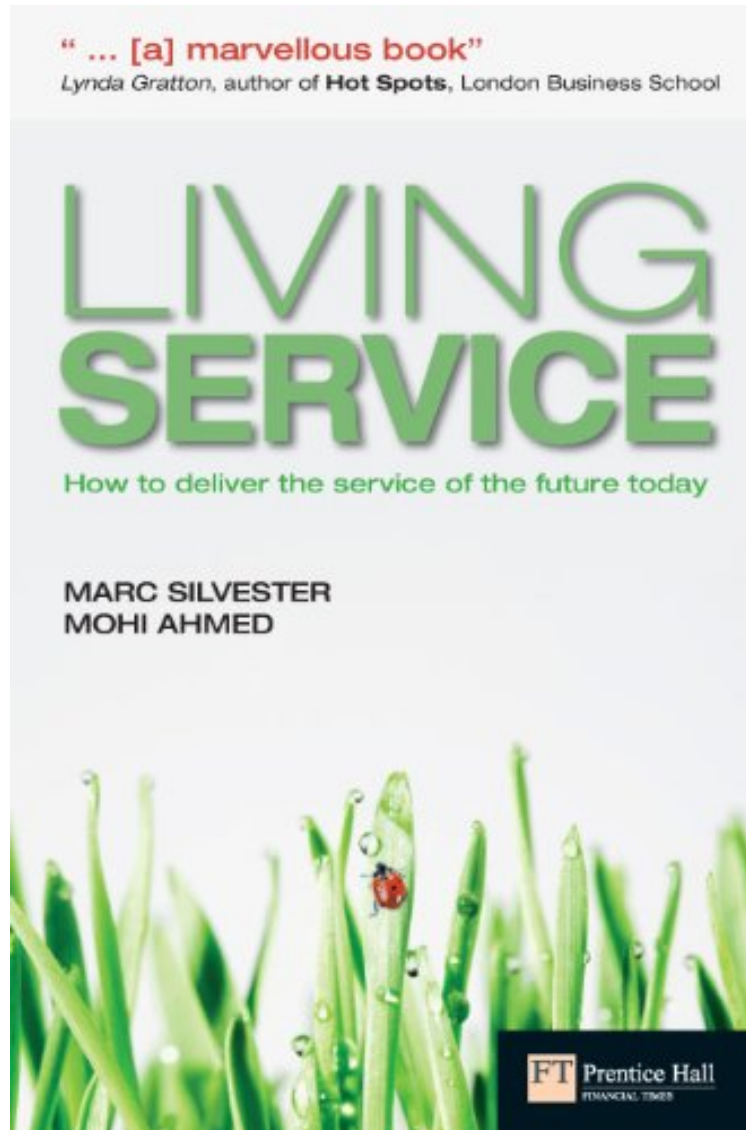


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Living Service: How to deliver the service of the future today (Financial Times Series)

Marc Silvester, Mohi Ahmed

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Marc Silvester, Mohi Ahmed : Living Service: How to deliver the service of the future today (Financial Times Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Living Service: How to deliver the service of the future today (Financial Times Series):

Quality service is crucial in today's business world and Living Service shows you how to deliver your service

efficiently and at a competitive price, by adapting and evolving to your customer needs. Living Service provides an insight into the success of Fujitsu, where this new approach is already delivering extraordinary benefits, including: 30% faster deployment of services; 30% greater reliability in service provision; 15% saving on costs. It provides the new competitive weapon, which is set to do for service industries what Toyota's lean production did for manufacturing industries. Organised into three parts: Mind, Body and Soul, it offers an easy-to-read format and each section is a stepping stone on the way to achieving Living Service. This book tells the great untold story of how they did it, and how you can do the same.

From the Back Cover 'Living Service will revolutionize service industries in the same way that lean thinking revolutionized manufacturing.' Professor Ikujiro Nonaka, author of *The Knowledge-creating Company* '...uplifting, fascinating, provoking ... Living Service is a must-read for anyone working in partnerships or interested in co-creation.' Lynda Gratton, London Business School 'A wonderful book showing how the mind, body and soul of all organizations can be brought together in an interconnected whole to help create a sustainable future for us all.' Jin Tatsumura, Director, Gaia Symphony 'Business is nothing without customers and, in our hypercompetitive times, customers expect great service. Living Service will help you deliver the top quality service your customers demand and deserve. The fundamentally simple, yet deliverable, actionable and effective framework of living service can bring extraordinary benefits to your company, benefits that you will see go straight to the bottom line. Living Service will give you a uniquely powerful competitive edge. This new approach has been pioneered to great effect by Fujitsu - its customers and their customers are already enjoying the fantastic payoffs it brings. These include 30% faster deployment of services; 30% more reliable service; costs cut by more than 15%. Like the sound of that? This book tells the story of Fujitsu's continuing journey to living service excellence and shows how you can do the same.' About the Author Marc D. Silvester is Chief Technology Officer of Fujitsu's services organisation, based in the UK. Marc is currently leading a Fujitsu group-wide global programme that is delivering industrialised services across Fujitsu. Mohi U. Ahmed is Director of Strategic Development at Fujitsu's services organisation, based in the UK. Mohi was named as one of the world's key 'idea practitioners' in Thomas H. Davenport Laurence Prusak's book *What's the Big Idea?* (Harvard Business School Press, 2003).