

## Access PDF Made To Serve How Manufacturers Can Compete Through Servitization And Product Service Systems

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Evidence and analysis from these cases are used to establish that manufacturers undergo four stages of organisational maturity (Exploration, Engagement, Expansion and Exploitation), through which an organisation progresses according to the pressures of five principal forces

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(customer pull, technology push, value network positioning, organisational readiness, and organisational commitment).

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their explanation of how manufacturers can compete and gain competitive advantage through servitization and product-service systems.

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