
Preface

My initial contact with the topic of this dissertation was an unusual one: I have a natural distaste for any kind of forced and unnecessary separation. Since I can remember, I have tried to find common ground between seemingly separate entities, be it people with diametrically opposed opinions, or scientific concepts. It is no surprise, therefore, that the prevalent separation of products and services – the basis of much of extant literature on servitization – was something I questioned from the outset of my work at the Fraunhofer Society. As a consequence, I soon felt like there might be important ground to gain by taking a different approach as I was experiencing the problems companies face during servitization first hand in projects and workshops with decision makers. Service-dominant logic facilitated this quest by enabling me to overcome the emphasis on a change in output, and to investigate servitization as the transition towards a focus on supporting the customer's value-in-use. Today, I am infinitely grateful to have been given the opportunity to follow this idea within my dissertation project, and it makes me profoundly happy to hold its results in my hands as a book.

It goes without saying that I could have never achieved this without the help and support of many wonderful people. First and foremost I want to thank my thesis supervisor Prof. Dr. Angela Roth for her invaluable guidance, as well as her patience and positive reinforcement. She certainly provided me with a level of supervision not many doctoral candidates enjoy, giving essential advice without which my dissertation would not be what it is today. I have learnt so much throughout the years of our collaboration on this thesis. I also want to thank Prof. Dr. Michael Amberg for agreeing to be the second supervisor of my dissertation.

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