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Ecoefficient producer services e what are they, how do they benefit customers and the environment and how likely are they to develop and be extensively utilised? Journal of Cleaner Production, 11, 829-37 Fitzsimmons, JA, Fitzsimmons, MJ (2000) New Service Development: Creating Memorable Experiences Thousand Oaks, CA: SAGE Publications

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• Thomke, S (2003), 'R&D Comes to Services - Bank of America's Pathbreaking Experiments', Harvard Business Review, 71 - 79 • Wemmerlöv, U (1990), 'A Taxonomy for Service Processes and its Implications for System Design', International Journal of Service Industry Management 1(3), 20--40

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