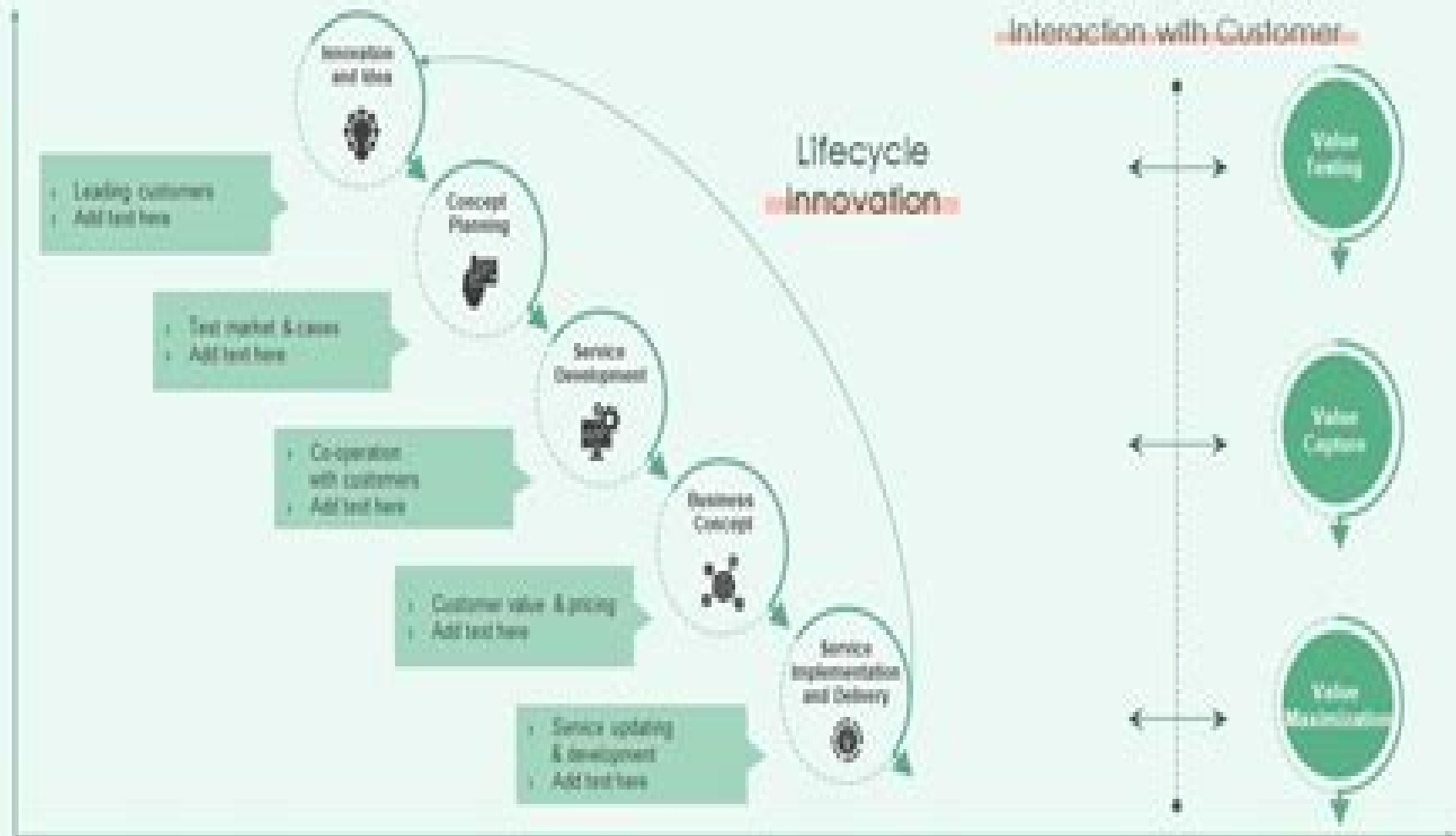


# New service development process model

Vertical axis shows a comprehensive model of service development process. The model consist of various stages such as innovation & idea generation, concept planning, service development, business concept and service implementation.



# Key Concepts For New Service Development

**Jochen Wirtz, Christopher Lovelock**



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