Preface

The purpose of this book is to explore what innovation, service and experience research have in common and to try to set an agenda for future research at the intersection of these fields. This also reflects the three main research areas of Professor Jon Sundbo, Roskilde University, Denmark, and their (potential) linkages.

Editing the book has been an interesting and inspiring process and we would like to thank all the contributors (especially) and anonymous reviewers for their commitment and contributions, even when we had to work at a very fast pace to meet the (ambitious) deadline.

We would like to dedicate this volume to Professor Jon Sundbo, Roskilde University, for his inspiring work on the subjects of the book through the years.

Ada Scupola and Lars Fuglsang