Hybrid value bundles consisting of tangible and intangible goods are important when aiming at higher market share.


http://dx.doi.org/10.1016/j.dss.2012.12.042
Intangible asset boosting productivity and seeding organisational innovation


http://dx.doi.org/10.1016/j.eswa.2010.09.043
Hybrid as a strategic option between brand and market oriented business logic

“It is time to shift from thinking what we should do, to thinking about how we can do it better, faster and more efficiently in every part of our value chain” CEO of Electrolux


Increased interdependencies between customers and suppliers with integrated solution offerings


Future innovation productivity and performance is affected by firm’s knowledge base structure


Intangible (knowledge) and tangible resources form a total value of a firm


http://ac.els-cdn.com/S2212827114007057/1-s2.0-S2212827114007057-main.pdf?_tid=5a92ec90-6e6e-11e4-9b31-00000aacb35e&acdnat=1416238277_790637e4cecf1d1d121a33d2e191b0310
Push & pull factors in industrial product and service innovations

https://docs.google.com/file/d/0Bw8j1CnwSejvMUk5LTR5S2paWUE/edit?pli=1

Dr. Marcus Schröter. 2012. Service innovation in german manufacturing Industries: Information sources, organizational responsibilities and their effects on the success with services. Competence Center Industry and Service Innovations (CC I), Fraunhofer
A tool for assessing the readiness of a manufacturing firm to adopt new innovations


[Diagram of TOE framework with branches for Technological Infrastructure (TI), Technological Competence (TC), Perceived E-M Benefits (EMB), Perceived E-M Challenges (EMC), Maintenance Priority (MP), Firm Size, Competitive Pressure (CP), E-Maintenance Readiness, Optimism, Innovativeness, Discomfort, Insecurity]
Brand as an interface between consumers and companies – A model for measuring industrial brand value


[http://dx.doi.org/10.1016/j.indmarman.2008.03.003](http://dx.doi.org/10.1016/j.indmarman.2008.03.003)