Author	Definition of Servitization
Vandemerwe and Rada,1988	‘market packages or “bundles” of customer-focussed combinations of goods, services, support, self-service and knowledge’
Desmet et al, 1998	‘a trend in which manufacturing firms adopt more and more service components in their offerings’
Tellus Institute,1999	‘the emergence of product-based services which blur the distinction between manufacturing and traditional service sector activities’
Verstrepen et al,1999	‘adding extra service components to core products’
Robinson et al, 2002	‘an integrated bundle of both goods and services’
Lewis et al, 2004	‘any strategy that seeks to change the way in which a product functionality is delivered to its markets’
Ward and Graves,2005	‘increasing the range of services offered by a manufacturer’
Ren & Gregory, 2007	‘a change process wherein manufacturing companies embrace service orientation and/or develop more and better services,with the aim to satisfy customer’s needs, achieve competitive advantages and enhance firm performance’

Table (2) Definitions of Servitization