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**Overcoming the challenges that hinder new service development by manufacturers with
diverse services strategies**

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Abstract

This paper explores the new service development (NSD) challenges that manufacturers face in undertaking servitization initiatives and their attempts to overcome these challenges.

Prior work identifies some generic NSD challenges and manufacturers' responses to them.

However, understanding how such responses relate to the manufacturer's services strategy remains under-explored. Recent research suggests that manufacturers adopt diverse service

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