

# **Service strategies for the winners of tomorrow**

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# VINNOVA

The Swedish Governmental Agency  
for Innovation Systems

- Invests in research and develops Sweden's innovativeness for sustainable growth
- Make a clear contribution to new knowledge, expertise and innovations in successful new products, services and processes
- [www.VINNOVA.se](http://www.VINNOVA.se)



## MTC

### The Foundation Marketing Technology Center

- **Promotes** links between practitioners and academics in the field of marketing and service.
- **Encourages** research and development projects as well as networks in order to share and increase knowledge between companies and academy.
- Started in 1974
- [www.mtcstiftelsen.se](http://www.mtcstiftelsen.se)



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