LE BUSINESS MODEL DES SERVICES :
DES PRODUITS AUX SERVICES DANS LE MARCHE B TO B
(Service-oriented business models: shifting from products to services in the B2B market)
By Wolfgang Ulaga and Gerald Karsenti, Eyrolles, November 2010

How can companies develop profitable B2B activities? By focusing on "services and solutions" rather than "products". HEC professors Wolfgang Ulaga and Gerald Karsenti recommend that companies aiming to update their business model consider "fit-for-service". This method helps firms to develop a service offer that creates real value for customers, to ensure its profitability, to lead sales team transformation, and to shift toward complex solution offers. The book presents both theory and practical examples from real companies, offering valuable guidelines for business leaders striving to build and implement a successful service-oriented strategy.

Wolfgang Ulaga is a professor in the HEC Paris marketing department. He also holds the EDF-HEC marketing chair, "New business models in the field of energy".

Gérald Karsenti is VP and general manager of HP Enterprise Services, France. He is also an affiliate professor at HEC Paris, where he teaches business transformation, change management, and leadership.

LES MEILLEURES PRATIQUES DE L’ENTREPRISE
ET DE LA FINANCE DURABLES
(Best sustainable business and finance practices)
By Julien Haumont and Bernard Marois. Book written under the aegis of the HEC Finance Club, Eyrolles, October 2010.

The sustainable development trend has led many companies to integrate ethical and environmental goals into their strategy, and it has spawned new professions. Companies now have sustainable development departments, and there are social and environmental rating agencies, sustainably-oriented venture capital funds, and consultancies specialized in immaterial assets, SRI, and carbon finance. Julien Haumont and Bernard Marois' book relates the experiences of prominent firms (La Poste [French postal service], Thalès, Lafarge, Caisse des dépôts et consignations [French governmental financial organization], Deloitte, Ernst & Young, etc.), showing how they have integrated positive offshoots of this movement. The book paints a thorough picture of a new economic model for both sustainable development and business profitability, offering valuable insight for professionals (business leaders and finance experts) as well as (regional) governments and economics students.

Julien Haumont is a portfolio manager and member of the HEC Finance Club. He is an expert on alternative investment and responsible finance. Haumont graduated from HEC and the Ecole Polytechnique Universitaire de Lille.

Bernard Marois is an emeritus professor at HEC Paris and president of the HEC Finance Club. He holds a PhD in management sciences, an MBA from Columbia University [New York], and is also a graduate of HEC.