

MARKET **STUDIES.**

RESOURCES.

- Profit starts with packaging and pricing ([Simon Kucher](#)).
- Putting products into services ([Harvard Business Review](#)).
- Productization: Packaging your tech service as a product ([Struto](#)).
- Consultant's guide to productization ([Consulting Success](#)).
- How to productize your B2B technology company's service ([Boss Digital](#)).
- When and how to turn your internal capabilities into revenue-generating products ([Gartner](#)).
- Productization: A review and research agenda ([Science Direct](#)).