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services like medical services, beauty parlors, legal services, etc. According to the marketing experts and management thinkers the concept of services is a wider one. The term services are defined in a number of ways but not a single one is universally accepted. The distinct characteristics of services are mentioned below.

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The book includes empirical research papers and case studies embracing human capital, relational capital and structural capital in context to services and manufacturing sectors. It will highlight on the sustainable business practices manifested in the work culture, values and beliefs in context to rural regions. From a learning and managerial perspective, the book will identify effective business practices in varied service and manufacturing sectors significant for

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sustaining business performance and competitive advantage.

This book focuses on the crucial sustainability challenge of reducing food waste at the level of consumer-society. Providing an in-depth, research-based overview of the multifaceted problem, it considers environmental, economic, social and ethical factors. Perspectives included in the book address households, consumers, and organizations, and their role in reducing food waste. Rather than focusing upon the reasons for food waste itself, the chapters

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develop research-based solutions for the problem, providing a much-needed solution-orientated approach that takes multiple perspectives into account. Chapters 1, 2, 12 and 16 of this book are available open access under a CC BY 4.0 license at link.springer.com

This book presents selected papers on the factors that serve to influence an individual's capacity in financial decision-making. Initial chapters provide an overview of the cognitive factors affecting financial decisions and suggest a link between limited cognitive capacity and the need for financial education. The book then expands on these cognitive limitations to explore the

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tendency for overconfidence in decision-making and the interplay between rational and irrational factors. Later contributions show how credit card companies benefit from limitations in consumer financial literacy, how gender and cognition intersect to play an important role in financial decision-making, and how to improve financial capacity through financial literacy and education campaigns, including those addressing developed marketplaces. This comprehensive collection of papers will be of value to all readers who seek to better understand the multi-factorial and complex nature of personal financial management in today's economic climate.

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Manufacturers have shifted their focus from products to smart solutions in search of higher returns and additional growth opportunities. This shift, described as servitization, or lately as a digital servitization, is not a simple process. Academic study has revealed that its issues are complex, problematic, contingent, and even paradoxical, involving multiple organizational layers, such as operations, strategic, relational, and even ecosystemic layers. Recent literature studies have called for improved theories in servitization, and even alternative narratives. In this handbook, the chapters take different perspectives towards servitization, digital servitization or Product-Service-Software systems, presenting and debating

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over concepts such as organizational transformation, change management, strategic management, business models, innovation and product-service operations. The handbook provides an opportunity to develop improved theoretical grounds for servitization, and thus to elaborate and develop the field further. This volume will be of great interest for the servitization community, including scholars, Ph.D. and master students, but also company managers, developers and consultants facilitating company's servitization efforts.

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This sourcebook is the ideal resource to consult when researching Asian markets. It provides full contact details for more than 2,000 business information providers, including trade associations, national statistical offices, government departments, business information libraries, trade and business journals and business websites. It is easy to see how it can help improve research effectiveness, it offers an at-a-glance guide to information publishers across nearly 100 market sectors.

Services Marketing: People, Technology, Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher

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Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples. This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view. Supplementary Material Resources: Resources are available to instructors who adopt this textbook for their courses. These include: (1) Instructor's Manual, (2) Case Teaching Notes, (3) PowerPoint deck, and (4) Test Bank. Please contact sales@wspc.com. Key Features:

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In this work, the authors interpret archaeological data on roughly 3000 years of human history in the Valley of Oaxaca, from roughly 1500 BC to AD 1500. They integrate information on settlement patterns, political and social organization, artifact distribution, and more.

An innovative investigation of the inner workings of Spotify that traces the transformation of audio files into streamed experience. Spotify provides a streaming service that has been welcomed as disrupting the world of music. Yet such disruption always comes at a price. Spotify Teardown contests

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the tired claim that digital culture thrives on disruption. Borrowing the notion of “teardown” from reverse-engineering processes, in this book a team of five researchers have playfully disassembled Spotify's product and the way it is commonly understood. Spotify has been hailed as the solution to illicit downloading, but it began as a partly illicit enterprise that grew out of the Swedish file-sharing community. Spotify was originally praised as an innovative digital platform but increasingly resembles a media company in need of regulation, raising questions about the ways in which such cultural content as songs, books, and films are now typically made available online. Spotify Teardown combines interviews, participant

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observations, and other analyses of Spotify's "front end" with experimental, covert investigations of its "back end." The authors engaged in a series of interventions, which include establishing a record label for research purposes, intercepting network traffic with packet sniffers, and web-scraping corporate materials. The authors' innovative digital methods earned them a stern letter from Spotify accusing them of violating its terms of use; the company later threatened their research funding. Thus, the book itself became an intervention into the ethics and legal frameworks of corporate behavior.

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