

Advances in Services Innovations

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Advances in Services Innovations

Spath, D., and K.P. Fahrnich. 2007. *Advances in Services Innovations*. Berlin, Germany: Springer-Verlag. ISBN 3-540-29858-4.

Usage

This source is considered a primary reference for the Fundamentals of Services article.

Annotation

The book documents the state of the art in services science and combines contributions in service engineering, service management, and service marketing to help develop a roadmap for future research and development activities in these fields.

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