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## Sommario/riassunto

"[This book] is a key resource in the field of service marketing and promotions, service innovations, and branding in developing countries. Highlighting multidisciplinary studies on self-service technologies, sustainable consumption, and customer relation management, this publication is an ideal reference source for policy makers, academicians, practitioners, researchers, students, marketers, and government officials actively involved in the services industry"-- Provided by publisher.