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Nota di contenuto	Managing Boundary Spanning Elements: An Introduction -- Customer Cyberbullying: The Experiences of India's International-Facing Call Centre Agents -- A Study of Service Worker Burnout in Russia -- Drivers of Salesperson's Customer Orientation - A Work Value Perspective -- Exploring the Role of Salesperson Attributes and Service Behaviors in Adaptive Selling -- The Mediating Role of Role Stress in the Relationship Between Goal Orientation and Job satisfaction Among Salespersons: An Empirical Study -- Management Interventions and Prosocial Behaviours: Understanding the Mediating Mechanisms -- Customer Responses to Service Failure and Recovery Experiences -- Boundary Objects and End User Engagement: Illustrations from the Social Enterprise Domain -- Boundary Spanning Challenges in a Co-

Sommario/riassunto

This book presents current research on boundary spanning elements. The editors bring together extant knowledge in the field and present a uniform narrative. Previous studies have often been disseminated across several academic disciplines like services marketing, personal selling and sales management etc. and this monograph aggregates studies dealing with boundary spanning elements or has boundary spanning elements related to the marketing function as the main empirical platform under a uniform theoretical perspective. Each chapter in the book deals with an important research theme and synthesizes studies in relation to boundary spanning elements.