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Nota di contenuto	1 Transition towards sustainability: the need of radical innovations -- 2 Product-Service System innovation: a promising approach to sustainability -- 3 Introducing and scaling up sustainable Product-Service Systems: insights from transition studies -- 4 Towards a new way of designing and managing the societal embedding of sustainable Product-Service System -- 5 Where do we go from here?.
Sommario/riassunto	This book investigates the potential contribution that a strategic design approach can make to stimulating and supporting the societal embedding of sustainable PSSs (product-service systems). A new strategic design role thus emerges; a role in which the ideation and development of sustainable PSS concepts is coupled with the designing of appropriate transition paths (sequence of socio-technical experiments) to gradually incubate, introduce and diffuse these concepts. The book also outlines the new design approach and

capabilities needed by strategic designers, project managers and consultants to operate at such a strategic level. On a more operational point of view, the work presents a practical “how to do” design process and associated guidelines to support practitioners in designing and managing the societal embedding process of sustainable PSS innovations. .
