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Sommario/riassunto	This book discusses the mutual relationship between service and sustainability. It covers methodologies and approaches and describes measurements and tools that can promote sustainability on the service market. Lastly, it presents the different applications of sustainability, together with examples of sustainable services. Environmental concerns have become integral to any decision-making process in the design and implementation of goods and services. With the increasing dominance of the service sector, and as service systems become more complex and interdisciplinary, the focus must move from the exchange of products to that of services. Newly created services should thus aim to incorporate sustainability into their designs while viewing

sustainability as a service in its own right. Integrating sustainability in the service design and development process is essential to improving the sustainability of our society and preserving the environment. Moreover, doing so shifts the service boundaries from values that are focused only on personal, local, and current needs and economic profit to those that are broader and more future oriented, ultimately placing greater social and environmental responsibility on all stakeholders. In addition, it advances the current state-of-the-art in sustainable development and service design and contributes to improving the quality of life on a global scale.
