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Sommario/riassunto	The objective of this e-book is to identify the emerging trends and challenges that face businesses within the service sector, as well as examine and discuss ways by which service firms try to address the former. Overall, three papers are focusing on the important issue of service quality and its different dimensions and implications (e.g. cross-cultural understanding, experiences, relations and emotional issues), while two papers concentrate on the exploitation of information and communication technologies and their role in enhancing business performance through the creation of personal servi