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Sommario/riassunto	As the service sectors play an increasingly important role in all economies worldwide, service executives and professionals are well advised to recognize two main pathways to achieving sustainable success in services, namely, enhancing the strategic differentiation and operational excellence of their service enterprises; obviously, these executives and their employees need to develop the knowledge and skills required to achieve such success. This book discusses actionable methodologies needed to generate creative ideas, including deciding on which ones to pursue, how to justify projects financially, how to manage the development projects for innovative services, how to reach out to customers, and how to offer them superior service support.