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Sommario/riassunto	Ongoing changes in technological context and society overall continually pose new methodological challenges for managerial research. However, facing such challenges can be aided by the very technological and societal developments that have brought them about, as they offer new tools and possible approaches. Clearly, any new approach must undergo a process of refinement and standardization in order to become a concrete solution. This is precisely the aim underlying the conception, proposal and final making of this e-book: to contribute to clarifying, formalizing, and eventually standardizing ne