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   Nota di contenuto    Cover -- Halftitle -- Title -- Copyright -- Description -- Contents -- Acknowledgments -- Prologue -- Introduction -- Part I: Service in the AI Era -- Chapter 1: Foundations of AI: Automation and Augmentation -- Chapter 2: Service Robots and Platform Society -- Chapter 3: Questions -- Part II: Science -- Chapter 4: Foundations of the Sciences -- Chapter 5: Service Science -- Chapter 6: Questions -- Part III: Logic -- Chapter 7: Foundations of Logics and Dominant Logics -- Chapter 8: Service-Dominant Logic -- Chapter 9: Questions -- Part IV: Architecture -- Chapter 10: Foundations of Architectures and Dominant Architectures -- Chapter 11: Service Dominant Architecture -- Chapter 12: Questions -- Service in the AI Era Revisited -- Conclusion -- End Notes -- References -- About the Authors -- Index -- Adpage -- Backcover.

   Sommario/riassunto   Are you prepared for the coming AI era? AI advances will profoundly change your daily service interactions, so this book provides readers with a necessary understanding of service, the application of resources (e.g., knowledge) for the benefit of another. In just minutes, you can learn about today's use of early-stage AI for automation and augmentation, and essential elements of service science, service-dominant (S-D) logic, and Service Dominant Architecture (SDA).

Ultimately improved service for all is possible with human-level AI and digital twins - but requires investing wisely in better models: Better models of the world both complex natural and social systems (science), better mental-models in people to improve interactions (logic), better cultural and structural models of organizations to improve change (architecture), and better trusted and responsible AI models. The service innovation community studies and builds better models to improve interactions and change in business and society. The book challenges all responsible actors - individuals, businesses, universities, and governments - to invest systematically and wisely to upskill with AI (the X+AI vision). The service innovation community is a growing transdiscipline harnessing all disciplines to become better T-shaped professionals. Extensive end notes, bibliography, and index are provided.