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Sommario/riassunto	This book is a comprehensive exploration of how the aviation sector is leveraging innovation to address these pressing challenges. It delves into the transformative role of cutting-edge processes and experiential strategies in shaping the industry's future. Drawing on a blend of theoretical frameworks and real-world applications, the book examines how aviation stakeholders embrace advanced technologies, rethink traditional business models, and foster creative problem-solving

approaches to deliver exceptional value.

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