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**Improving service quality
has finally become a top**

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**priority of management
today, yet according to
service quality expert
Leonard Berry only a
handful of companies have
managed to determine
exactly what to improve and**

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how to improve it. For the past two years, Berry studied dozens of companies of all sizes renowned for their capacity to deliver what they promise and more. From his

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**on-site observation of the
strategies and practices of
such companies as Mary
Kay Cosmetics, Tattered
Cover Book Store, Longo
Toyota & Lexus, Lakeland
Regional Medical Center,**

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**and Hard Rock Cafe, Berry
has constructed a dynamic
new framework for
improving service. This
framework provides a
roadmap for
implementation found**

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nowhere else in the service quality literature. In every chapter Berry draws on his twelve years of research in service quality to explain each part of the framework in detail. He provides rich

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**insights and inspiring
examples of great service --
including numerous
examples unique to this
book as well as the classic
success stories of USAA,
Taco Bell, and many more.**

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Berry shows that a company must (1) develop service leadership skills and values -- a concept substantially different from developing general leadership; (2) build a service quality

information system; and (3) create a comprehensive service strategy based on the four principles of great service: reliability, surprise, recovery, and fairness. He demonstrates how these

four principles, when adopted by the leadership and infused into the systems of a service company, are the building blocks of the framework and form the anchor for

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implementation. Berry shows how the "artistry" of great service can be systematically created from this foundation through a company's organizational structure, technology, and

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often under utilized human resources assets. He challenges service managers to set their service quality aspirations higher, and his innovative, practical ideas will help

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them achieve those higher standards. Linking service excellence to value creation, Berry provides solid financial reasons for the necessity of great service. Here, at last, is the

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book for which managers in every service industry have waited: Leonard Berry's "operating manual" for turning plans for great service into action. Provides an updated view of

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**knowledge management
strategies of knowledge-
intensive business services
(KIBS) by focusing on how
those firms manage
innovation in their value
chains and at the territorial**

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level. Offers an original analysis of key processes of KIBS, specializing in design, professional firms and information technology. The book includes empirical

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research papers and case studies embracing human capital, relational capital and structural capital in context to services and manufacturing sectors. It will highlight on the

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**sustainable business
practices manifested in the
work culture, values and
beliefs in context to rural
regions. From a learning
and managerial perspective,
the book will identify**

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**effective business practices
in varied service and
manufacturing sectors
significant for sustaining
business performance and
competitive advantage.
An innovative investigation**

of the inner workings of Spotify that traces the transformation of audio files into streamed experience. Spotify provides a streaming service that has been welcomed as

disrupting the world of music. Yet such disruption always comes at a price. Spotify Teardown contests the tired claim that digital culture thrives on disruption. Borrowing the

**notion of “teardown” from
reverse-engineering
processes, in this book a
team of five researchers
have playfully disassembled
Spotify's product and the
way it is commonly**

understood. Spotify has been hailed as the solution to illicit downloading, but it began as a partly illicit enterprise that grew out of the Swedish file-sharing community. Spotify was

**originally praised as an
innovative digital platform
but increasingly resembles
a media company in need of
regulation, raising
questions about the ways in
which such cultural content**

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**as songs, books, and films
are now typically made
available online. Spotify
Teardown combines
interviews, participant
observations, and other
analyses of Spotify's "front**

**end” with experimental,
covert investigations of its
“back end.” The authors
engaged in a series of
interventions, which
include establishing a
record label for research**

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**purposes, intercepting
network traffic with packet
sniffers, and web-scraping
corporate materials. The
authors' innovative digital
methods earned them a
stern letter from Spotify**

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**accusing them of violating
its terms of use; the
company later threatened
their research funding.
Thus, the book itself
became an intervention into
the ethics and legal**

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**frameworks of corporate
behavior.**

**Asia-Pacific Marketing
Information Sourcebook
The Rise and Fall of
Consumer Confidence in
the American Food Industry**

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**Catalog of Copyright
Entries. Third Series
Cumulative Book Index
Ethics and Communities of
Fate
Canned
A world list of books in the**

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English language.

Financial Services

**Marketing: an international
guide to principles and
practice contains the ideal
balance of marketing theory
and practice to appeal to**

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**advanced undergraduates
and those on professional
courses such as the
Chartered Institute of
Banking. Taking an
international and strategic
view of an increasingly**

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**important and competitive
sector, Financial Services
Marketing adopts a fresh
approach in terms of
structure, and is organised
around the core marketing
activities of marketing for**

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**acquisition and marketing
for retention. Financial
Services Marketing features:
* Strong international focus:
case studies and vignettes
representing Asia-Pacific,
Europe and the US. ***

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**Comprehensive coverage,
focusing on both B2B and
B2C marketing. * Expert
insights into the latest
innovations in the sector,
from technological
developments, CRM and**

**customer loyalty to issues of
social responsibility.**

Financial Services

**Marketing will help both the
student and the practitioner
to develop a firm grounding
in the fundamentals of:**

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**financial services strategy,
customer acquisition, and
customer development.**

**Reflecting the realities of
financial services marketing
in an increasingly complex
sector, it provides the most**

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up-to-date, international and practical guide to the subject available.

A much-needed addition to literature, this timely edited collection aims to provide clarity and understanding on

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how modern organizations work. The authors explore the characteristics of hybrid organizations in contemporary society, taking into account the complex societal challenges that face

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**businesses today. Arguing
that hybrid organizations
are in fact not a new
phenomenon, this thought-
provoking collection goes
beyond existing research
and re-evaluates our**

traditional understanding of this concept. Scholars of organization, management and innovation will find this book an insightful read, as it sheds light on the fundamental aspects that

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**shape today's hybrid
organizations.**

**This book documents and
examines the history of
technology used by
consumers to serve oneself.**

The telephone's

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**development as a self-
service technology functions
as the narrative spine,
beginning with the advent of
rotary dialing eliminating
most operator services and
transforming every local**

connection into an instance of self-service. Today, nearly a century later, consumers manipulate 0-9 keypads on a plethora of digital machines. Throughout the book Palm employs a combination of

**historical, political-economic
and cultural analysis to
describe how the telephone
keypad was absorbed into
business models across
media, retail and financial
industries, as the interface**

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**on everyday machines
including the ATM, cell
phone and debit card reader.
He argues that the
naturalization of self-service
telephony shaped
consumers' attitudes and**

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**expectations about digital
technology.**

**Exploring Knowledge-
Intensive Business Services
Design for Services
Building Value in a
Competitive Environment**

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**Practices and Tools for
Servitization
Solving the Wicked Problem
The Sharing Economy in
Europe**

A guide to special book collections and
subject emphases as reported by

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university, college, public, and special libraries and museums in the United States and Canada.

This is a concise presentation of the concepts underlying the design of digital communication systems, without the detail that can overwhelm students.

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Many examples, from the basic to the cutting-edge, show how the theory is used in the design of modern systems and the relevance of this theory will motivate students. The theory is supported by practical algorithms so that the student can perform computations

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and simulations. Leading edge topics in coding and wireless communication make this an ideal text for students taking just one course on the subject.

Fundamentals of Digital Communications has coverage of turbo and LDPC codes in sufficient detail and

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clarity to enable hands-on implementation and performance evaluation, as well as 'just enough' information theory to enable computation of performance benchmarks to compare them against. Other unique features include space-

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time communication and geometric
insights into noncoherent
communication and equalization.

Sustainable Business Practices for Rural
Development The Role of Intellectual
Capital Springer Nature

A seminal collection of research

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methodology themes, this two-volume work provides a set of key scholarly developments related to robustness, allowing scholars to advance their knowledge of research methods used outside of their own immediate fields. With a focus on emerging

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methodologies within management, key areas of importance are dissected with chapters covering statistical modelling, new measurements, digital research, biometrics and neuroscience, the philosophy of research, computer modelling approaches and new

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mathematical theories, among others. A genuinely pioneering contribution to the advancement of research methods in business studies, Innovative Research Methodologies in Management presents an analytical and engaging discussion on each topic. By introducing new research

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agendas it aims to pave the way for increased application of innovative techniques, allowing the exploration of future research perspectives. Volume I covers a range of research methodologies within the realms of philosophy, measurement and modelling, and

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focuses on meta-modern mixed methods such as neurophilosophy, diagnostic measurement, and emotivity and ephemera research.

The Transnational Labor Brokering of Filipino Workers

The Prehispanic Settlement Patterns of

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the Central and Southern Parts of the
Valley of Oaxaca, Mexico

Spotify Teardown

Inside the Black Box of Streaming Music

The Role of Intellectual Capital

*In a globalized economy that is heavily
sustained by the labor of immigrants,*

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why are certain nations defined as "ideal" labor resources and why do certain groups dominate a particular labor force? The Philippines has emerged as a lucrative source of labor for countries around the world. In Marketing Dreams, Manufacturing

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Heroes Anna Romina Guevarra

focuses on the Philippines—which views itself as the "home of the great Filipino worker"—and the multilevel brokering process that manages and sends workers worldwide. She unravels the transnational production of Filipinos

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as ideal migrant workers by the state and explores how race, color, class, and gender operate. The experience of Filipino nurses and domestic workers—two of the country's prized exports—is at the core of the research, which utilizes interviews with

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employees at labor brokering agencies, state officials from governmental organizations in the Philippines, and nurses working in the United States. Guevarra's multisited ethnography reveals the disciplinary power that state and employment agencies

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exercise over care workers—managing migration and garnering wages—to govern social conduct, and brings this isolated yet widespread social problem to life.

Design for Services explores what service design brings to the table and

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reflects on why the ideas and practices of service design are resonating with today's design community. The contributors offer a broad range of concrete examples to help clarify the issues, practices, knowledge and theories that are beginning to define

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this emerging field. Whilst acknowledging service design as the disciplinary term, Anna Meroni and Daniela Sangiorgi focus on articulating what design is doing and can do for services and how this connects to existing fields of knowledge

Where To Download Service Marketing Notes Anna University Zumberge *and practice.*

A century and a half ago, when the food industry was first taking root, few consumers trusted packaged foods. Americans had just begun to shift away from eating foods that they grew themselves or purchased from

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neighbors. With the advent of canning, consumers were introduced to foods produced by unknown hands and packed in corrodible metal that seemed to defy the laws of nature by resisting decay. Since that unpromising beginning, the American food supply

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has undergone a revolution, moving away from a system based on fresh, locally grown goods to one dominated by packaged foods. How did this come to be? How did we learn to trust that food preserved within an opaque can was safe and desirable to eat? Anna

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Zeide reveals the answers through the story of the canning industry, taking us on a journey to understand how food industry leaders leveraged the powers of science, marketing, and politics to win over a reluctant public, even as consumers resisted at every turn.

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*For more than 40 years,
Computerworld has been the leading
source of technology news and
information for IT influencers
worldwide. Computerworld's award-
winning Web site
(Computerworld.com), twice-monthly*

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*publication, focused conference series
and custom research form the hub of
the world's largest global IT media
network.*

*Service Research and Innovation
A Framework for Action
Asian Biotech*

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*Fundamentals of Digital
Communication*

*The Palgrave Handbook of
Servitization*

*United States Government Publications
Monthly Catalog*

Includes Part 1, Number

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**1: Books and Pamphlets,
Including Serials and
Contributions to
Periodicals (January -
June)**

**This sourcebook is the
ideal resource to**

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consult when researching
Asian markets. It
provides full contact
details for more than
2,000 business
information providers,
including trade

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**associations, national
statistical offices,
government departments,
business information
libraries, trade and
business journals and
business websites. It is**

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easy to see how it can help improve research effectiveness, it offers an at-a-glance guide to information publishers across nearly 100 market sectors.

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Manufacturers have shifted their focus from products to smart solutions in search of higher returns and additional growth opportunities. This

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shift, described as
servitization, or lately
as a digital
servitization, is not a
simple process. Academic
study has revealed that
its issues are complex,

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problematic, contingent,
and even paradoxical,
involving multiple
organizational layers,
such as operations,
strategic, relational,
and even ecosystemic

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layers. Recent
literature studies have
called for improved
theories in
servitization, and even
alternative narratives.
In this handbook, the

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chapters take different
perspectives towards
servitization, digital
servitization or Product-
Service-Software
systems, presenting and
debating over concepts

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such as organizational transformation, change management, strategic management, business models, innovation and product-service operations. The handbook

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provides an opportunity
to develop improved
theoretical grounds for
servitization, and thus
to elaborate and develop
the field further. This
volume will be of great

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interest for the
servitization community,
including scholars,
Ph.D. and master
students, but also
company managers,
developers and

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consultants facilitating
company's servitization
efforts.

This book presents
selected papers on the
factors that serve to
influence an

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individual's capacity in financial decision-making. Initial chapters provide an overview of the cognitive factors affecting financial decisions and suggest a

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link between limited
cognitive capacity and
the need for financial
education. The book then
expands on these
cognitive limitations to
explore the tendency for

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overconfidence in
decision-making and the
interplay between
rational and irrational
factors. Later
contributions show how
credit card companies

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benefit from limitations
in consumer financial
literacy, how gender and
cognition intersect to
play an important role
in financial decision-
making, and how to

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improve financial
capacity through
financial literacy and
education campaigns,
including those
addressing developed
marketplaces. This

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comprehensive collection
of papers will be of
value to all readers who
seek to better
understand the multi-
factorial and complex
nature of personal

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financial management in
today's economic
climate.

Volume I: Philosophy,
Measurement and
Modelling

A History of Self-

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Service

**Conservation Directory
Governance,
Professionalism and
Regulation
Developments, Practices,
and Contradictions**

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**Ulrich's International
Periodicals Directory**

China and India have both received a great amount of focus from the foreign investors. However, there are acute differences in the implementation of the economic

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reforms; China made rapid progress in the manufacture of high technology products, whilst India progressed in the development of high technology. This book explores the contrasts between China and India in attracting, utilizing and

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related issues and discusses the challenges faced by the foreign investors.

How to Market a University offers leaders and their CMOs the language, examples, and even questions they should discuss and

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answer in order to build or refine their marketing strategy.

The single European Market, the Second Banking Directive, relaxation of cross-border capital and funds movements and the possible introduction of a single

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European currency have led most corporations to adopt new cash management strategies, or to plan for major structural changes in the near future. This book focuses upon treasury and electronic banking practices in European Cash

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Management. It is based upon research done by 19 leading European Business Schools and practitioners involved in planning, gathering and analysing data and will include discussion of recent themes and issues.

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Services Marketing: People,
Technology, Strategy is the ninth
edition of the globally leading
textbook for Services Marketing by
Jochen Wirtz and Christopher
Lovelock, extensively updated to
feature the latest academic research,

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industry trends, and technology, social media, and case examples. This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. It

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features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view. Supplementary Material Resources: Resources are available to instructors who adopt this textbook for their courses. These

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include: (1) Instructor's Manual, (2)
Case Teaching Notes, (3)
PowerPoint deck, and (4) Test Bank.
Please contact sales@wspc.com. Key
Features:

Computerworld

Dopamine Nation

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Sustainable Business Practices for
Rural Development

Monte Alban's Hinterland, Part I

The University Journal

Resources in Education

This edited book intends to provide
knowledge on tools and practices of

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servitization to facilitate the formulation and implementation of servitization-based strategies, service infusion and manufacturing service transition globally. Including 22 practically relevant contributions, this book aims to help scholars and

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practitioners seeking to facilitate servitization in companies through original perspectives and advanced thinking in related issues such as business models, strategic change, practices, processes, routines, value creation and appropriation.

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Employing practice theory as a useful frame, the contributions span theoretical approaches such as product-service systems, service science, services-dominant logic and cocreation, resource-based views, industrial organization and

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institutional theory. The book presents tools and frameworks to enable and support servitization and engender understanding of servitization-as-practice. This book focuses on the crucial sustainability challenge of reducing

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food waste at the level of consumer-society. Providing an in-depth, research-based overview of the multifaceted problem, it considers environmental, economic, social and ethical factors. Perspectives included in the book address

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households, consumers, and organizations, and their role in reducing food waste. Rather than focusing upon the reasons for food waste itself, the chapters develop research-based solutions for the problem, providing a much-needed

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solution-orientated approach that takes multiple perspectives into account. Chapters 1, 2, 12 and 16 of this book are available open access under a CC BY 4.0 license at link.springer.com

This open access book considers

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the development of the sharing and collaborative economy with a European focus, mapping across economic sectors, and country-specific case studies. It looks at the roles the sharing economy plays in sharing and redistribution of goods

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and services across the population in order to maximise their functionality, monetary exchange, and other aspects important to societies. It also looks at the place of the sharing economy among various policies and how the

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contexts of public policies, legislation, digital platforms, and other infrastructure interrelate with the development and function of the sharing economy. The book will help in understanding the future (sharing) economy models as well

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as to contribute in solving questions of better access to resources and sustainable innovation in the context of degrowth and growing inequalities within and between societies. It will also provide a useful source for solutions to the

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big challenges of our times such as climate change, the loss of biodiversity, and recently the coronavirus disease pandemic (COVID-19). This book will be of interest to academics and students in economics and business,

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organisational studies, sociology,
media and communication and
computer science.

Providing the first overview of
Asia's emerging biosciences
landscape, this timely and
important collection brings together

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ethnographic case studies on
biotech endeavors such as
genetically modified foods in China,
clinical trials in India, blood
collection in Singapore and China,
and stem-cell research in
Singapore, South Korea, and

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Taiwan. While biotech policies and projects vary by country, the contributors identify a significant trend toward state entrepreneurialism in biotechnology, and they highlight the ways that political thinking and

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ethical reasoning are converging around the biosciences. As ascendant nations in a region of postcolonial emergence, with an “uncanny surplus” in population and pandemics, Asian countries treat their populations as sources of

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opportunity and risk. Biotech enterprises are allied to efforts to overcome past humiliations and restore national identity and political ambition, and they are legitimized as solutions to national anxieties about food supplies, diseases,

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epidemics, and unknown biological crises in the future.

Biotechnological responses to perceived risks stir deep feelings about shared fate, and they crystallize new ethical configurations, often re-inscribing

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traditional beliefs about ethnicity, nation, and race. As many of the essays in this collection illustrate, state involvement in biotech initiatives is driving the emergence of “biosovereignty,” an increasing pressure for state control over

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biological resources, commercial health products, corporate behavior, and genetic based-identities. Asian Biotech offers much-needed analysis of the interplay among biotechnologies, economic growth, biosecurity, and

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ethical practices in Asia.

Contributors Vincanne Adams

Nancy N. Chen Stefan Ecks

Kathleen Erwin Phuoc V. Le

Jennifer Liu Aihwa Ong Margaret

Sleeboom-Faulkner Kaushik

Sunder Rajan Wen-Ching Sung

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Charis Thompson Ara Wilson

How to Market a University

Managing Service Transition

Managing Hybrid Organizations

1964: January-June

Foreign Investment in Rapidly

Growing Countries

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Knowledge Management Strategies

In this work, the authors interpret archaeological data on roughly 3000 years of human history in the Valley of Oaxaca, from roughly 1500 BC to AD 1500. They integrate information on settlement patterns, political and social organization,

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artifact distribution, and more.

This book constitutes revised selected papers from the Australasian Symposium on Service Research and Innovation, ASSRI, held in Sydney Australia. The 11 full papers presented from ASSRI 2017, which

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took place during October 19-20, 2017, were carefully reviewed and selected from 26 submissions. The volume also contains 3 papers from ASSRI 2015, which took place during November 2-3, 2015, and one invited paper on the software development processes. The papers

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were organized in topical sections named: invited talk; modelling; design; quality; social, and application.

INSTANT NEW YORK TIMES and
LOS ANGELES TIMES

BESTSELLER "Brilliant . . . riveting,
scary, cogent, and cleverly

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argued.”—Beth Macy, author of
Dopesick, as heard on Fresh Air
This book is about pleasure. It’s
also about pain. Most important,
it’s about how to find the delicate
balance between the two, and why
now more than ever finding balance
is essential. We’re living in a time

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of unprecedented access to high-reward, high-dopamine stimuli: drugs, food, news, gambling, shopping, gaming, texting, sexting, Facebooking, Instagramming, YouTubing, tweeting . . . The increased numbers, variety, and potency is staggering. The

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smartphone is the modern-day hypodermic needle, delivering digital dopamine 24/7 for a wired generation. As such we've all become vulnerable to compulsive overconsumption. In Dopamine Nation, Dr. Anna Lembke, psychiatrist and author, explores

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the exciting new scientific discoveries that explain why the relentless pursuit of pleasure leads to pain . . . and what to do about it. Condensing complex neuroscience into easy-to-understand metaphors, Lembke illustrates how finding contentment and connectedness

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means keeping dopamine in check. The lived experiences of her patients are the gripping fabric of her narrative. Their riveting stories of suffering and redemption give us all hope for managing our consumption and transforming our lives. In essence, Dopamine Nation

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shows that the secret to finding balance is combining the science of desire with the wisdom of recovery.

Finding Balance in the Age of Indulgence

Financial Literacy and the Limits of Financial Decision-Making

AMA Members and Marketing

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Services Directory

Food Waste Management

Financial Services Marketing

Services Marketing: People,
Technology, Strategy (Ninth
Edition)