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NEW BUSINESS FOR OLD EUROPE: PRODUCT-SERVICE DEVELOPMENT, COMPETITIVENESS AND SUSTAINABILITY (HARDBACK)



Taylor Francis Ltd, United Kingdom, 2006. Hardback. Condition: New. Language: English . Brand New Book. Selling products used to be the standard way of doing business. Traditionally, it is left to the user to transform the purchase of a product into something that fulfils effectively a final-user need. Today, two streams of research - business management and sustainability - normally with very distinct perspectives on the world, have surprisingly converged to form a common conclusion: selling products is old-fashioned business....

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- Authored by -
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