

# Embracing Business Sustainability Through Innovation and Creativity in the Service Sector

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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## Description:

With the ever-increasing pressure and rivalry in the global business environment, businesses must develop sustainable practices that set them apart from the competition. Innovation and creativity are critical aspects of business that must be implemented in all areas for companies to not only survive but thrive.

**Embracing Business Sustainability Through Innovation and Creativity in the Service Sector** provides comprehensive research about sustainable business through innovation and creativity in the service sector and aims to contribute to the knowledge of various sustainable business practices. Covering key topics such as tourism, hospitality, wealth creation, and entrepreneurship, this premier reference source is ideal for business owners, managers, industry professionals, researchers, scholars, academicians, practitioners, instructors, and students.



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