

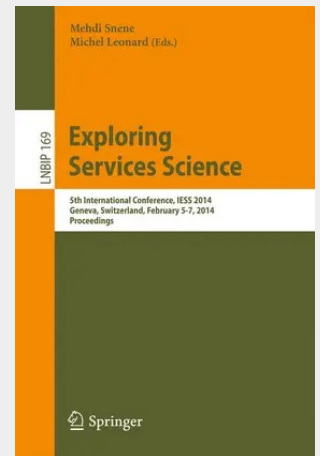
## Exploring Services Science

5th International Conference, IESS 2014, Geneva, Switzerland, February 5-7, 2014

Service science constitutes an interdisciplinary approach to systematic innovation in service systems, integrating managerial, social, legal and engineering aspects to address the theoretical and practical challenges of the service industry and its economy.

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