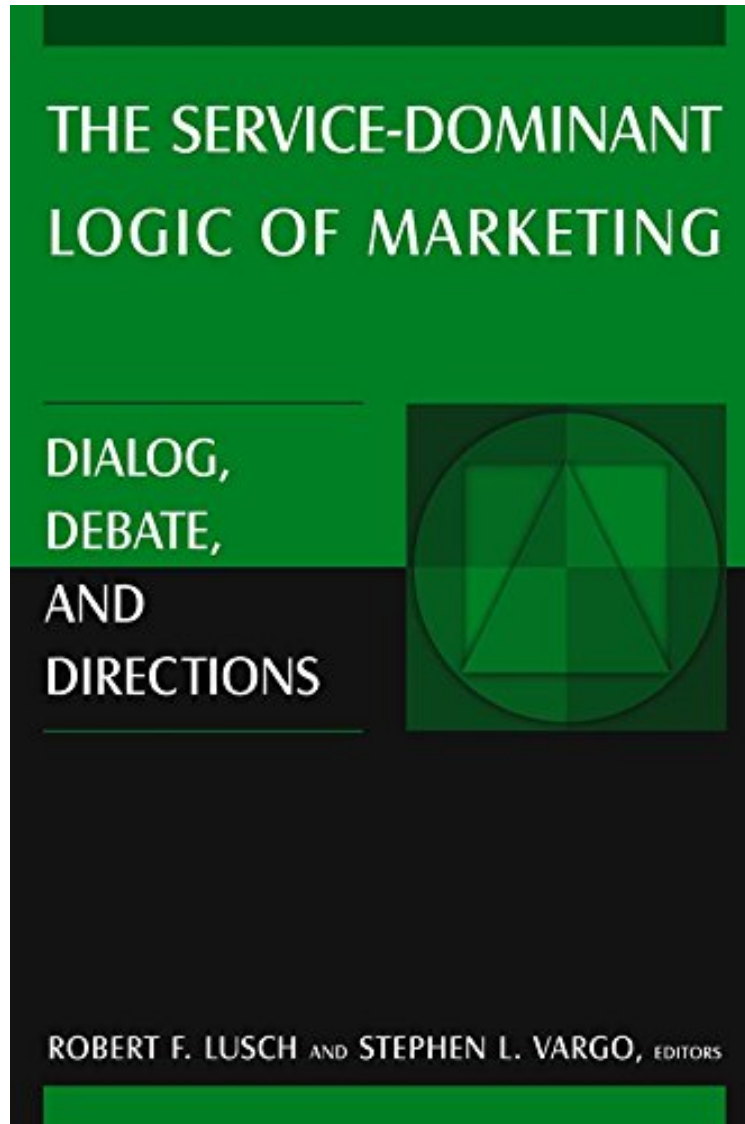


# The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions

*Robert F. Lusch, Stephen L. Vargo*

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**Robert F. Lusch, Stephen L. Vargo : The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions:

2 of 2 people found the following review helpful. Do not sell the drill. Sell the hole the customer will make with the drill! By Robert W. In advertising one of the long held axioms is "Don't sell the drill. Sell the hole the customer will make with the drill." This book presents the conceptual truth behind that wisdom. Of course, this is a gross

oversimplification of what's presented. The tremendous implications Service Dominant Logic on marketing strategy, branding, competition and many other aspects of business cannot be overestimated. Even those things traditionally considered goods, including homes, cars, commodities, food and heavy equipment, are in fact service deliver systems. For example a sports car provides transportation, security and self esteem services. Based on this solid logic, failure to recognize that everything is a service at heart can only result in a business lagging behind its competitors. Whether you are an academic trying to stay aware of the latest trends in the literature or a business person trying to gain a leg up on your competition, these insights are key. It's a great book to read along side Marketing Theory: Foundations, Controversy, Strategy, Resource - Advantage Theory

Expanding on the editors' award-winning article "Evolving to a New Dominant Logic for Marketing," this book presents a challenging new paradigm for the marketing discipline. This new paradigm is service-oriented, customer-oriented, relationship-focused, and knowledge-based, and places marketing, once viewed as a support function, central to overall business strategy. Service-dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision, rather than the exchange of goods, as the proper subject of marketing. It moves the orientation of marketing from a "market to" philosophy where customers are promoted to, targeted, and captured, to a "market with" philosophy where the customer and supply chain partners are collaborators in the entire marketing process. The editors elaborate on this model through an historical analysis, clarification, and extension of service-dominant logic, and distinguished marketing thinkers then provide further insight and commentary. The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice.