



## The Service Dominant Logic of Marketing

By Christina Anhäuser

GRIN Verlag GmbH Jul 2011, 2011. Taschenbuch. Book Condition: Neu. 213x149x8 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,3, Otto Beisheim School of Management Vallendar, language: English, abstract: This thesis aims at looking into the reactions and discussions regarding the proposed service-dominant logic (S-D logic) in more detail. Seven years after the initial publication in the Journal of Marketing, no comprehensive overview of the existing literature has yet been made. How did long-established scholars respond to the suggestions and findings of Vargo and Lusch Was it rather positive or negative What needs to be done in the future in order to actually implement a service-centered thinking In the following chapters, I will introduce the basic ideas of S-D logic, followed by a detailed state-of-literature to capture the various publications that arose from the initial Vargo and Lusch article. The vast majority of marketing research (one could name it mainstream marketing research) is concerned with consumer, or B2C, marketing. But what about business-to-business relationships It is interesting to figure out whether the concepts of a service-dominant...



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