



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

By Robert F. Lusch, Stephen L. Vargo

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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.

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## **Editorial Review**

### **About the Author**

Stephen L. Vargo is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai'i at Manoa. Prior to entering academia, Professor Vargo had a career in entrepreneurial business and consulted with many corporations and governmental agencies. Professor Vargo's primary areas of research are marketing theory and thought, and consumers' evaluative reference scales. He has been awarded honorary professorships and has held visiting positions at many leading universities worldwide and is the recipient of major awards for his contributions to marketing theory and thought.

Robert F. Lusch is the James and Pamela Muzzy Chair in Entrepreneurship at the Eller College of Management, University of Arizona. He is past editor of the Journal of Marketing and Chairperson of the American Marketing Association. Professor Lusch's research focuses on marketing strategy and theory with a major focus on the service-dominant logic of marketing. He is the recipient of many awards including the 2013 AMA/Irwin Distinguished Marketing Educator Award.

FREDERICK E. WEBSTER, Jr., is Charles Henry Jones Third Century Professor of Management at the Amos Tuck School of Business Administration at Dartmouth College. An active consultant for many leading firms throughout the United States and abroad, he is also the author of *Market-Driven Management: Using the New Marketing Concept to Create a Customer-Oriented Company* (Wiley), among other publications. He is also a trustee of the Marketing Science Institute and a past director of the American Marketing Association.

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