

The Four Service Marketing Myths - Remnants of a Goods-Based Manufacturing Model

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Vargo, S.L., and R.F. Lusch. 2004. "The Four Service Marketing Myths - Remnants of a Goods-Based Manufacturing Model." *Journal of Service Research*. 6 (4): 324-335.

Usage

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Annotation

This paper discusses the service marketing concept that addresses a broadened perspective built on the existing manufacturing-based model. The paper discusses advances made by service scholars to provide a foundation for a more service-dominant view of all exchange from which more appropriate normative strategies can be developed for all of marketing.

SEBoK v. 2.10, released 06 May 2024

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