



## The Service Dominant Logic of Marketing

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By Christina Anhäuser

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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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