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# Competing through service: Insights from service-dominant logic

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## Abstract

Service-dominant logic (S-D logic) is contrasted with goods-dominant (G-D) logic to provide a framework for thinking more clearly about the concept of service and its role in exchange and competition. Then, relying upon the nine foundational premises of S-D logic [Vargo, Stephen L. and Robert F. Lusch (2004). "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (January) 17; Lusch, Robert F. and Stephen L. Vargo (2006), "Service-Dominant Logic as a Foundation for Building a General Theory," in *The Service-Dominant Logic of Marketing: Dialog, Debate and Directions*. Robert F. Lusch and Stephen L. Vargo (eds.), Armonk, NY: M.E. Sharpe, 406-420] nine derivative propositions are developed that inform marketers on how to compete through service.



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## Keywords

Service-dominant logic; Goods-dominant logic; Derivative propositions

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