

Chapter 1 Marketing Question #8

1

Robert Clark

Alliance University

Professor Mbagi

February 2023

Chapter 1 Marketing #8

2

Well, the importance of the service dominant logic is the way the service mindset thinks of customers as co-creators of value and believes they can bring more than just their money to a business transaction. It is a customer centric perspective. Adopting a service dominant approach can help a business to focus on the customer and their needs rather than just on the product. For instance, all exchanges within an economy are service to service exchanges. The provider and customer both co-create and receive value. The service, the business supplies are the skills and functionality or knowledge that come from their products. In which, the customer can use service to improve their life in some way.

[

[SHORTENED TITLE UP TO 50 CHARACTERS]

4

Chapter 1 Marketing #8

3

Reference