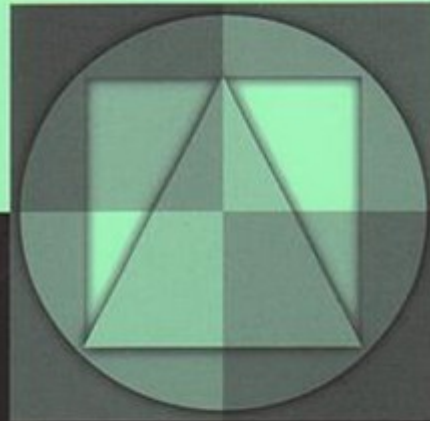


THE SERVICE-DOMINANT LOGIC OF MARKETING

DIALOG,
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AND
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ROBERT F. LUSCH AND STEPHEN L. VARGO, EDITORS

Lusch, R.F., Vargo, S.L. (eds) (2006). *The Service-Dominant Logic of Marketing: Dialog, Debate and Directions*, ME Sharpe, Armonk.

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