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


**Usage**

This source is considered a primary reference for the following articles:

- Service Systems Engineering
- Service Systems Background

**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.

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