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Robert F. Luschn is a professor of marketing, James and Pamela Muzzy Chair in entrepreneurship and innovation, and executive director of the McGuire Center of Entrepreneurship in the Eller College of Management at the University of Arizona. He is a thought leader in retailing and service marketing and is a major contributor to the growing literature on service-dominant Logic. A past chairperson of the American Marketing Association and editor of the *Journal of Marketing*, he is a frequent industry speaker on service innovation and service ecosystems. He has received the AMA Distinguished Marketing educator award, the Outstanding Marketing Faculty award from the Academy of Marketing Science, and on two occasions received the AMA/*Journal of Marketing* Harold Maynard Award for

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