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Abstract

The underpinning logic of the service logic perspective is that some of the 10 foundational premises of the service logic perspective are not an understanding of value co-creation, but rather a misunderstanding of value development and development of value. The service logic perspective is an understanding of the interaction concept, the locus as well as nature and content of value co-creation cannot be identified. Value co-creation easily becomes a concept without substance. Based on the analysis in the present article, it is observed that the unique contribution of a service perspective on business (service logic) is not that customers always are co-creators of value, but rather that under certain circumstances the service provider gets opportunities to co-create value together with its customers. Finally, seven statements included in six of the foundational premises are reformulated accordingly.



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1. The seventh premise includes two statements, viz. the firm cannot deliver value and the firm can only offer value propositions.
2. In principle, practice is what people or organizations are doing — physically and mentally — as part of everyday individual or organizational life. About practice theory, see for example Reckwitz (2002) and Schatzki (2001).

3.

3. Value-in-use or use value, and value-in-exchange or exchange value, and how they are interrelated, were discussed and defined already by Aristotle in his value theory (Gordon, 1964). According to Aristotle, use value is the value derived from a thing's or a service's capacity of being productive of a person's good. Gordon (1964: 117—18) points out that Aristotle treats use value as a subjectively experienced benefit, and moreover considers demand a function of use value, where exchange value is derived from use value. During the millennia, among other reasons, when the analysis of benefits derived from goods and services has been lifted to a macro level, the role and importance of value-in-use has been disguised behind the labour-based value view emphasizing exchange value.

4.

4. In our view, service logic is not an alternative perspective as compared to the foundational premises put forward in service-dominant logic. We consider it the next stage of that logic, where the original premises have been reconsidered and further developed. This is a normal flow of scholarly research. The expression 'service logic' is used, simply because it describes the service-based perspective on business and marketing more accurately than does the expression 'service-dominant logic'. In the present article, six of the foundational premises are scrutinized, and their number extended to nine, implying that at least 13 premises in total are needed to cover the logic. (It should be noticed, however, that four of the foundational premises, not directly relating to value creation, have not been analysed in this context.)

5.

5. Already Aristotle claimed in his value theory that 'exchange value is derived from use value as expressed through market demand' (Gordon, 1964: 118).

6.

6. Recently in a service-logic context, Vargo (2008) proposed value-in-context as a replacement for value-in-use. Because value creation is dependent on its context, this change of terminology is proposed. However, although from a phenomenological point of view context is instrumental (Vargo and Lusch, 2008), and a context can change, as such context is a static concept, whereas use/usage is a dynamic process. Hence, value-in-context is problematic as a concept and expression. Of course, the context of value creation is important, and it should be recognized that if the context changes, the flow and outcome of the value-creating process may also change. From a management point of view, by changing the context the firm may attempt to influence its customers' value creation. A theoretically exact expression to use would be value-in-use dependent on the context, abbreviated value-in-use. Here, it should also be noted that use can be both physical and mental, and even take the form of mere possession.

7.

7. Due to the North American dominance of conventional marketing, normally the idea of the marketing concept is attributed to McKitterick (1957). However, 45 years earlier, in 1912, Robert Millar, an Irish priest who moved to Norway, using the pseudonym Romilla, published a book on marketing, where he introduced the marketing concept: 'Try to look at things from the customer's side of the encounter' (Romilla, 1912: i). And already centuries before Robert Millar's book, a Chinese proverb declared that customers are precious, goods are only grass.

8.

8. In previous contexts the customer's independent value creation has been termed sole value creation (e.g. Grönroos, 2008). However, independent value creation seems to better emphasize the

fact that during this phase the customer indeed creates value independently from the service provider.
9.

9. More than two millennia ago, Aristotle drew the conclusion that value is derived subjectively through the user's experiences with resources (Gordon, 1964: 117). All consumption involves interactions between a subject (the customer/user) and an object (good/service activity, etc.).

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