

SCHRIFTENVERZEICHNIS

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Beiträge in referierten Zeitschriften

[in Klammern Angabe der VHB 2024 Kategorie]

1. Gehring, A.; Ulaga, W.; Eggert, A.; Hochstein, B. (2025). Customer Success: An Interorganizational Performance Concept in Business Markets. In: Journal of the Academy of Marketing Science, published online first (<https://doi.org/10.1007/s11747-025-01121-5>). [A]
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3. Prohl-Schwenke, K.; Kleinaltenkamp, M.; Eggert, A. (2025). Assessing value-in-use management from the customers' perspective. In: Industrial Marketing Management, 129. Jg., S. 37-49. [B]
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