



Kooperationsmanagement bei der Vermarktung von Telekommunikationsdiensten (Business-to- Business-Marketing) (German Edition)

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Auf der Basis einer Analyse von Wirkungen der anbieterseitigen Koordination und deren Einfluss auf die Auswahlentscheidungen der Nachfrager entwickelt der Autor ein Modell zur Identifikation, Auswahl und Steuerung von Kooperationspartnern.

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