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SPECIAL ISSUE “Tuning the Sounds of Service: Essays in Honour of Michael Kleinaltenkamp”

Tuning the Sounds of Service: Essays in Honour of Michael
Kleinaltenkamp

By Sascha Raithel, Frank Jacob, and Martin Benkenstein

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Ingo Karpen and Carolin Plewa

We’re So Bad It’s Funny – Effects of Using Humour in the
Marketing Communication of Low-Quality Service Providers

Ilias Danatzis, Jana Möller, and Christine Mathies

What Does it Take to Successfully Implement a Hybrid Offering
Strategy? A Contingency Perspective

*Judith Dannenbaum, Laura Marie Edinger-Schons, Mario Rese,
Olaf Plötner, and Jan Wieseke*

Managing Customer Success in Business Markets: Conceptual
Foundation and Practical Application

Andreas Eggert, Wolfgang Ulaga, and Anna Gehring

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Approaches to Marketing Studies in Light of Philosophical and
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Michaela Haase

From Centralized Energy Generation and Distribution to Clean
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the Energy Sector

Albrecht Söllner and Tessa Haverland

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Public Resources

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On the Marketness of Markets and Actor Clout: Market-shaping
Roles

Suvi Nenonen and Kaj Storbacka

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