

PUBLIKATIONSLISTE VON PROF. DR. Sabine Hollmann

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Publikationen

Hollmann, S.: Die Wirkung der Kundenloyalität im vertikalen Wettbewerb - Theoretische Fundierung und empirische Analyse. Wiesbaden: Springer Gabler.

Eggert, A., Henseler, J., Hollmann, S.: Who owns the customer? Disentangling customer loyalty in indirect distribution channels. In: Journal of Supply Chain Management (2012). pp. 75-92.

Eggert, A., Ulaga, W., Hollmann, S.: Benchmarking the impact of customer share in keysupplier relationships: A resource-dependence perspective. In: Journal of Business and Industrial Marketing (2010). pp. 154-160.

Eggert, A., Henseler, J., Hollmann, S.: Who Owns the Customer? Disentangling customer loyalty in indirect distribution channels. In: Proceedings of the 17th International Colloquium in Relationship Marketing, Maastricht, The Netherlands.

Eggert, A.; Ulaga, W.; Hollmann, S.: Who owns the customer? Disentangling customer loyalty in indirect distribution channels. In: Proceedings of the 2009 AMA Summer Marketing Educators' Conference, Chicago, Illinois.

Eggert, A., Henseler, J., Hollmann, S.: Who owns the customer? Exploring customer loyalty in a channel context. In: Proceedings of the 38th EMAC Conference, Nantes, France.

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Ulaga, W., Eggert, A., Hollmann, S.: Customer share marketing from the customer's perspective. In: Proceedings of the 36th EMAC Conference, Reykjavic, Island.

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