

Customer Loyalty In Third Party Logistics Relationships

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Introduction.- Basic concepts.- Theoretical framework.- Research model.- Methodology and sample characteristics.- Operationalization and measurement.- Structural models.- Conclusion. EAN/ISBN : 9783790819045 Publisher(s): Springer, Berlin, Physica-Verlag Discussed keywords: Kundenbindung, Logistik, Marketing Format: ePub/PDF Author(s): Cahill, David L.

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