



Vorstellung der Projektergebnisse

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- Samulewicz Ch., Teichmann L., Holzmüller H.H.: „Better safe than sorry – Broadening the Understanding of Innovation Resistance by Combining a Multi-Method Qualitative Consumer Study with an Explorative Business Decider Study“ . 43th European Marketing Academy Conference (EMAC), Valencia, Spanien (2014)
- Samulewicz Ch., Teichmann L., Holzmüller H.H.: „Look before you leap – Broadening the Understanding of Consumer Resistance to Radical Innovations“ American Marketing Association (AMA) San Francisco, USA (2014).
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