

PROF. DR. CARMEN HORN

Publikationen

Artikel

HORN, C., FRIES, A., GEDENK, K. (2013). "My Vote for My Mailman". Appeals to Reciprocity in Communication Campaigns. *Schmalenbach Business Review*, 65 (3), 248-269. doi:10.1007/BF03396857.

Monografien

HORN, C. (2012). *Essays on the effects of promotions. Dissertation.* Universität Hamburg.

Buchbeiträge & Kapitel

HORN, C., FRIES, A., GEDENK, K. (2010). "My vote for my mailman". Designing communication campaigns with reciprocity. In Beckmann, Ringberg et al. (Eds.), *The six senses* (pp. 167). Kopenhagen: Copenhagen Business School.

Vorträge

HORN, C., FRIES, A., GEDENK, K. (2010). „My vote for my mailman“. Designing communication campaigns with reciprocity., *39th EMAC Conference*.

Working Papers

HOLTHAUS, L., HORN, C., PERRET, J. K. (2020). *E-Commerce im Luxusmarkensegment – Die Sicht deutscher Kundinnen am Beispiel Chanel*. ISM Working Paper.