

PROF. DR. MARTIN OHLWEIN

Publikationen

Artikel

OHLWEIN, M., BINGEMER, S. (2020). Konsistenz der Customer Experience als Herausforderung im Mehrkanalvertrieb. Eine empirische Untersuchung von Online- und Offline-Vertriebskanälen am Beispiel von Apple. *Research Journal for Applied Management*, 1 (1), 49-69.

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