List of Publications

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Articles in Peer Reviewed Journals


Book Chapters

Wieseke, Jan, Kira Maiwald, & Sven Mikolon: Customers’ Perspective on Service Infusion in Industrial Selling, in Bruhn and Hadwich (Eds.) Servicetransformation: Entwicklung vom Produktanbieter zum Dienstleistungsunternehmen, Wiesbaden: Springer, 2016, pp. 521-548.