

**An Integrative Approach to Innovation Management:
Patterns of Companies' Innovation Orientation and
Customer Responses to Product Program Innovativeness**



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Dr. rer. pol.

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Dipl.-Wirtsch.-Ing. Nicolas Zacharias

geboren in Frankfurt am Main

Erstgutachter: Univ.-Prof. Dr. Ruth Stock-Homburg

Zweitgutachter: Univ.-Prof. Dr. Peter Buxmann

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ULB Darmstadt



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