ORGANIZATIONAL BUYING BEHAVIOUR

Purchasing and Marketing Management Implications

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with K. Moller

On behalf of the IBB Group

TECHNISCHE HOCHSCHÜLE DARMSTADT Fachbereich 1
<u>Gesamtbibliothek</u>
Betriebswirtschaftslehre
Inventor-IVr. : 38,729 Abstotl-1tr. : A 28/75/75
Sacrigeblete:
MACMILLAN PRESS

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