

1. Record Nr.	UNINA9910347054503321
Autore	Geyer-Schulz AndreasMeyer-Waarden, Lars
Titolo	Special issue: Customer empowerment
Pubbl/distr/stampa	KIT Scientific Publishing, 2014
ISBN	1000038784
Descrizione fisica	1 electronic resource (170 p. p.)
Collana	Customer & Service Systems / Andreas Geyer-Schulz, Lars Meyer-Waarden (Eds.). Karlsruher Institut für Technologie (KIT), Institut für Informationswirtschaft und Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The second French-German workshop about Consumer Empowerment took place at the University of Karlsruhe (KIT) between January 10-11, 2013. Within the scope of consumer empowerment scientists discussed recent developments in this field and established cross-disciplinary coop- erations in their own fields of research.