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## Dynamic analysis of marketing systems

Horváth, Csilla

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# Dynamic Analysis of Marketing Systems

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Rijksuniversiteit Groningen

DYNAMIC ANALYSIS OF MARKETING SYSTEMS

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Economische Wetenschappen  
aan de Rijksuniversiteit Groningen  
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geboren op 30 juli 1974  
te Szolnok (Hongarije)

Promotores: Prof. dr. P.S.H. Leeflang  
Prof. dr. D.R. Wittink  
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To my parents

Promotiecommissie: Prof. dr. M.G. Dekimpe  
Prof. dr. P.H.B.F. Franses  
Prof. dr. drs. A.G.M. Steerneman

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