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Dynamic analysis of marketing systems

Horváth, Csilla

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Rijksuniversiteit Groningen

DYNAMIC ANALYSIS OF MARKETING SYSTEMS

Proefschrift

ter verkrijging van het doctoraat in de
Economische Wetenschappen
aan de Rijksuniversiteit Groningen
op gezag van de
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in het openbaar te verdedigen op
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door

Csilla Horváth

geboren op 30 juli 1974
te Szolnok (Hongarije)

Promotores: Prof. dr. P.S.H. Leeflang
Prof. dr. D.R. Wittink
Co-promotor: Dr. J.E. Wieringa

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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