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Publications

The Mediating Effect of Experiential Value on Tourist Outcomes from Encounter-Based Experiences

Thinking about service encounters boosts talking about them: An examination of antecedents to word-of-mouth in a service encounter context

"This product is ecological!": An examination of consumers' reactions to unsubstantiated marketing claims

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The IPOET matrix: measuring resource integration

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Understanding Collaborative Consumption: Test of a Theoretical Model
A Survey Instrument for Measuring the Experiential Value of Employee-Tourist Encounters

Thinking about the service encounter enhances encounter-related word-of-mouth

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Merely asking the customer to recommend has an impact on word-of-mouth activity

Does a mere request to recommend have an impact on the customer's word-of-mouth activity?

Assessing the Value of Real-life Brands in Virtual Worlds

Entrepreneurial Business Development Through Building Tribes

Initiating Service Encounter-based Innovation by Word-of-Business

Destination brand experience and visitor behavior: Testing a scale in the tourism context
Hotel innovation and its effect on business performance

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Building Consumer Tribes on the Web with Electronic Word of Mouth

Organisational conditions for service encounter based innovation

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Strategic Insights from Mystery Shopping in B2B Relationships

How dynamic capabilities drive performance in the Indian IT industry: The role of information and co-ordination

Ethics in the bank internet encounter: an explorative study

How feelings-of-warmth carry over from service encounters to private encounters

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Brand Value in Virtual Worlds: An Axiological Approach

Brand Value in Virtual Worlds: An Axiological Approach

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Editorial

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Let Marketers Reclaim Corporate Strategy

Destination Development through Entrepreneurship: A Comparison of Two Cases

Executive Learning: A Typology

Innovation Systems in Tourism: The Roles of Attractors and Scene-Takers

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Verbalized emotions on loyalty in written complaints

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Affective responses in service encounters: the emotional content in narratives of critical incidents

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Innovation in service internationalization: the crucial role of the frantrepreneur

Innovationstendenser i dansk turisme

How to manage technology during services internationalisation

Learning how to manage technology in service internationalisation

Do service and merchandise exporters behave and perform differently? a New Zealand investigation

Purchasing behavior of Australian import managers: an empirical study

A linguistic approach to studying quality in face-to-face communication

Beyond service quality in search of relationship values

Service management: en holistisk, tværfaglig og kundestyret dagsorden
Accounting performance in small tourist firms

An empirical assessment of customer satisfaction in tourism

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