

<<营销科学学报>>

图书基本信息

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内容概要

《营销科学学报2009（第5卷第4辑）（总第18辑）》共收录了9篇文章，包括《价格公平感对消费者行为意向的影响》、《道德的理性或直觉：消费者对于企业社会责任行为的反应过程研究》、《双渠道结构下价格与广告的动态关系》等。

书籍目录

Perceived Price Fairness and Its Effect on Buyer's Behavioral Intention
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Influence of Consumption Experience Value in Service Encounter on Customer Loyalty: A study on Large-Scale Department Store
A Dynamic Model for Advertising and Pricing Competition in a Dual-Channel Supply Chain
An Analysis on Informal Rules Effecting on Long-term Coordination Relationships of Agri-Product Vertical Channel “ Additive , Upgrade or Downgrade ” : Self-selected Framing and Service Package Customization

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