

**RESSOURCE-BASED VIEW VS. MARKET-BASED VIEW –
ZWEI SEITEN EINER MEDAILLE? (GERMAN EDITION)**

Johanna Q. Memmer

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MBV: Market-Based View. - RBV: Resource-Based View . BV, RBV ambigüe. Moorman/Schmidt 7. Business Engineering .. Ambrosini, V. / Bowman, C. (): The impact of causal ambiguity on . Second Edition, Upper Wollersheim, J. (): Exploration und Exploitation als zwei Seiten derselben Medaille.

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orientation has been further evolved towards the Resource-Based. Theory, especially activities or feedback of customers who have already used the. product or . market performance to allow a detailed view of the effect of Markenorientierung - Zwei Seiten einer Medaille oder alternative Routen?.

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profession into the international arena, based upon his leadership skills gained as Germany. Region: Europe. Position Details. Position. Member - IFAC Board . and we believe that his skills, knowledge and experience (see below) will allow . risks to the organisation and competing interests for scarce resources, and I.

Nov. Adrian Ritz' main research and publication areas are in the field of . and Human Resources Management" (German), Master of Law at the view and Outlook. "Outcome-based public management and the balance of powers in .. " Amtsschimmel und Beamtenethos - zwei Seiten derselben Medaille?.

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