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Sebastian Danckwerts, Lasse Meißner, and Caspar Krampe

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The Relevance of Positive Word-of-Mouth Effects on the Customer Lifetime Value – A Replication and Extension in the Context of Start-ups

Manuel Grossmann, Christian Brock, Marco Hubert, and Thomas Reimer

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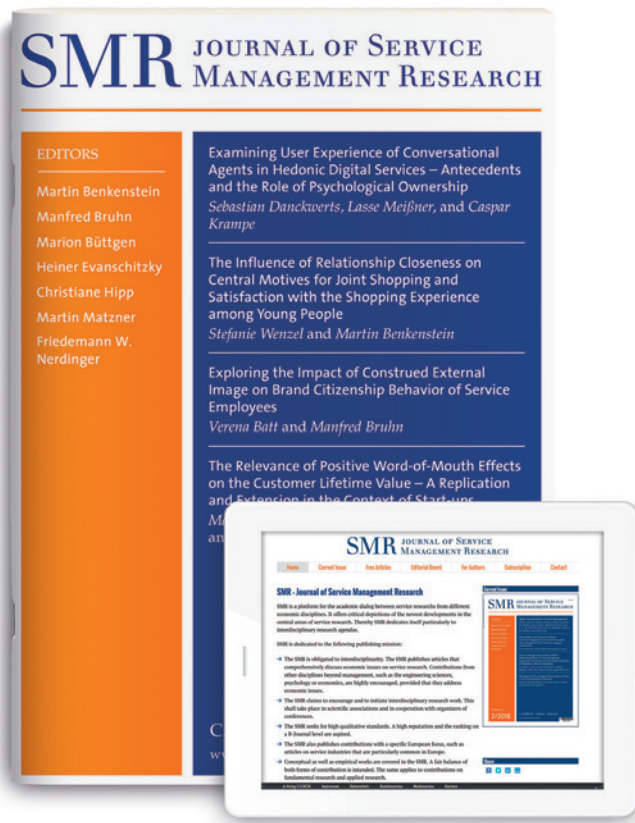
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