

Faculty of Business and Economics

**Seminar Paper**

Topic

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Table of Contents

page

1 Introduction 1

2 Heading 1 2

2.1 Heading 2 2

2.2 Heading 2 2

2.2.1 Heading 3 2

# 

# Introduction

According to Vance Packard (1957), marketing is a silver bullet ….

# Heading 1

## Heading 2

## Heading 2

Jöreskog (1993) shows in his study ...

### Heading 3

Penrose describes it as follows: „it is never *resources* themselves that are the 'inputs' to the production process, but only *services* that the resources can render" (Penrose 1959, 24, cited by Vargo/Lusch 2004, 2). These resources can be distinguished as follows:

* Ressource 1
* Ressource 2
* Ressource 3

Subheading

Figure 1: Sales per quarter (Smith 1999, 99)

Table 1: Development of sales (Smith 1999, 100)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 1. quarter. | 2. quarter | 3. quarter | 4. quarter |
| East | 20.4 | 27.4 | 90.0 | 20.4 |
| West | 30.6 | 38.6 | 34.6 | 31.6 |
| North | 45.9 | 46.9 | 45.0 | 43.9 |

References

Jöreskog, Karl G. (1993), Testing Structural Equation Models, in Bollen, Kenneth A./Long, J. Scott (Hrsg.), *Testing Structural Equation Models*, Newbury Park, CA: Sage, 294-316.

Packard, Vance (1957), *The Hidden Persuaders*, New York: Random House.

Smith, Michael (1999), *Understanding Digital Markets: Review and Assessment*, [Online], Available: http://ecomerce.mit.edu/forum/papers/ERF140.pdf [28.04.2000].

Vargo, Stephen L./Robert F. Lusch (2004), Evolving to a New Dominant Logic for Marketing, *Journal of Marketing*, 68 (January), 1-17.

Declaration

I hereby affirm that I have completed the present **seminar paper** with the topic: [ ]

and did not use any aids other than those indicated. The passages which have been taken from other works, either in their wording or in their sense, have been marked as borrow-ings in each individual case by stating the source, including the secondary literature used.

I confirm that I have not used any artificial intelligence to prepare and write this thesis.

[Place and date] Signature