**[Master Thesis] [Bachelor Thesis]**

Topic

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# 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, S. 24f., cited by Vargo/Lusch 2004, p. 2f.). These resources can be distinguished as follows:

* Ressource 1
* Ressource 2
* Ressource 3

Subheading

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

Table 1: Development of sales (Smith 1999, p. 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, S. 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), S. 1-17.

Sworn Declaration

Declaration

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