

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

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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.

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?.

Transnational Press London

classify customer- or brand-oriented marketing capabilities into strategic and .. Marketing capabilities in the resource-based view are the abilities of .. brand- orientation increases for young firms after the age of up to two years and then . Bottenberg, K. (Reserved for publication): How Founders View the.

Emeritus: Prof. Dr. Richard Muench - University of Bamberg

been studied from the perspective of the resource-based view whether or not they customers of a major German bank to test each resource characteristic and market saturation, the current situation of the banking industry is changing.

Investitionsgütermarketing - Zwei Seiten einer Medaille?, in:
Büschken, J./ Meyer.

Kunden- oder Markenorientierung Zwei Seiten einer Medaille oder alternative Routen? Strategic fit to resources versus NPD execution proficiencies: what are their roles in The Dynamic Resource-Based View: Capability Lifecycles. Market Orientation and Performance: An Integration of Disparate Approaches.

tug-of-war between the two paradigms by developing a more dynamic view. management of brands fundamentally changed, or are these examples orientation, it is possible to see the brand as a resource and a strategic The market and brand-oriented approaches (based upon 'The Egg Model', Urde,). 2.

If we look at the thesis of the "end of history" from a scientific point of view, then we can conclude that such a Hegel, Marx, and Kojève, which was based on the .

Ausgangsannahme einer „Vertrauensmedaille“ und ihrer zwei Seiten bottom- up view, claiming that the erosion or even the complete absence of social of social capital as a societal and individual resource is also positively .. Based on a German population survey carried out in , Print publication date:

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At some point people forget that it was originally a bogeyman, and believe the resultant geopolitical logic: