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Referierte Zeitschriftenbeiträge

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Haenraets, U., Haselhoff, V., Holzmüller, H.: The Impact of Food Quality Seals on Parental Decision-Making—Does Social Class Matter?, *5th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption*, Milano, Italy, December 2012

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Bücher/Herausgeberschaften

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Haenraets, U., Ingwald, J., Haselhoff, V., Holzmüller, H. H. (2011): Zum Stand der Forschung der Wirkungsbeziehungen im Kontext von Gütezeichen. Working Paper Nr. 1, TU Dortmund: Lehrstuhl für Marketing.