

Creating a Market Orientation: A Longitudinal, Multifirm Transformation

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Citation Report

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1	Service-dominant logic and resource theory. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 21-24.	7.2	88
2	Implications of stakeholder concept and market orientation in the US nonprofit arts context. <i>International Review on Public and Nonprofit Marketing</i> , 2008, 5, 1-13.	1.3	16
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