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Neuware - Master's Thesis from the year 2007 in the subject Business economics - Miscellaneous, grade: 1st, University of Lincoln (Faculty of Business & Law), course: International Marketing Strategy, 150 entries in the bibliography, language: English, abstract: Purpose This dissertation analyses whether Second Life, as an emerging interactive online environment, provides marketers with the scope to establish interwoven relationships...

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- Authored by Benjamin Bach
- Released at 2008



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