



**Customer & Service Systems (Customer & Service Systems / Andreas Geyer-Schulz, Lars Meyer-Waarden (Eds.). Karlsruher Institut fuer Technologie (KIT), ... und Marketing) (Volume 1)**

*Andreas Geyer-Schulz*

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Der zweite Franzoesisch-Deutsche Workshop zum Thema Consumer Empowerment fand vom 10.-11. Januar 2013 am Karlsruher Institut fuer Technologie statt. Wissenschaftler diskutierten die neuesten Entwicklungen und entwickelten interdisziplinaere Kooperationen zu diesem Thema.

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