

Litteraturoversigt vedrørende omdømmemålinger

Generelle artikler

- Schmidt-Laugesen, C., T. Vestergaard and J. K. Eskildsen (2006). "Måling af omdømme - hvorfor og hvordan?" Børsens Ledeshåndbøger - Total Quality Management **10.2.1-10.2.18**.
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Metodiske artikler

- Kristensen, K. and J. K. Eskildsen (2006). Design of PLS-based Satisfaction Studies (forthcoming). Handbook of Computational Statistics - PLS and Marketing. V. E. Vinzi, Springer Verlag.
- Eskildsen, J. K. and K. Kristensen (2006). "Enhancing importance-performance analysis." International Journal of Productivity and Performance Management **55**(1): 40-60.
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