



**Gestaltung des internationalen Key Account  
Managements: Analyse vor dem Hintergrund der  
Internationalisierung des  
Konsumgütereinzelhandels (Handel und ... and  
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*Andrea Schlüter*

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Andrea Schlüter untersucht die Bedeutung strategischen und strukturellen Designs. Basierend auf Literaturrecherchen entwickelt die Autorin ein Modell, leitet Hypothesen ab und überprüft diese anhand einer empirischen Studie.

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