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**europaean journal of business and innovation research vol ...** - europaean journal of business and innovation research vol. 1, no. 3, pp.28-44, september 2013 published by europaean centre for research training and development uk, (ea-journals)

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**a model of customer satisfaction with service encounters ...** - 358 journal of marketing research, august 1999 sult in the loss of economic (e.g., money, time) and/or social (e.g., status, esteem) resources for customers.

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**the impact of brand awareness on consumer purchase ...** - 136 the journal of international management studies, volume 4, number 1, february, 2009 brand when there is a brand cue. that is, consumers can tell a brand correctly if they ever saw or heard it.

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