

Daniel Hasler / Rebekka Jaekel

Perceived Intrusiveness of E-Mail Advertising and Its Impact on Brand Trust

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2013 GRIN Verlag
ISBN: 9783656867340

This book at GRIN:

<https://www.grin.com/document/282523>

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