

## Get eBook

# NEW SERVICE DEVELOPMENT: A CASE STUDY FOR THE SWEDISH SUPERMARKET CHAIN ICA



GRIN Verlag. Paperback. Book Condition: New. Paperback. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, 3, Karlstad University, course: New Service Development, language: English, abstract: Table of Content (I) List of Figures and Tables 2 1. Introduction 3 1. 1 Background and Purpose 3 1. 2 Aim 3 1. 3 Methodology 3 2. Authors Process Steps 4 3. Description...

## Download PDF New Service Development: A Case Study for the Swedish Supermarket Chain Ica

- Authored by Doreen Kupke
- Released at -



Filesize: 5.04 MB

## Reviews

*This ebook may be worth getting. I actually have read through and i am sure that i am going to likely to read through again once more down the road. You will not sense monotony at whenever you want of your respective time (that's what catalogues are for relating to should you check with me).*

-- **Mr. Golden Flatley**

*A high quality ebook along with the font employed was fascinating to read. It really is writer in easy phrases rather than confusing. I am just easily can get a satisfaction of looking at a composed publication.*

-- **Isai Bradtke**

*The very best pdf i possibly study. It generally will not expense excessive. You wont really feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me).*

-- **Prof. Owen Sporer**